The organic Market in France

BIOFACH
Organic market session
13th February 2019

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ENJOY IT'S FROM EUROPE
3 missions

It informs of the trends in production, market and consumption in France and around the world.

It raises awareness of the general public on organic agriculture and its products and supports educational and citizen actions.

It fosters cooperation between producers, processors and distributors and helps structuring the organic sector via the « avenir bio » Fund.

Agence BIO

A National platform for information and action planning dedicated to the development of organic sector.
Evolution of the French organic sector

Certified area (ha)

- Area under conversion
- Converted areas
- Number of producers
- Number of other operators

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1.74 million ha
36,691 farms
17,353 other operators

Source: Agence BIO/Control bodies
Evolution of the organic share of the UAA

![Graph showing the evolution of the organic share of the UAA from 2001 to 2016. The graph includes data for different categories such as Arable crops, Forage areas, Vegetables, Fruits, Aromatic plants, and Vine. The total share in France is 6.5%.]

Source: Agence BIO/Control bodies
Evolution of the organic share of the livestock

Source: Agence BIO/Control bodies Agreste

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French Organic Market: 8.3 billion €

Source: Agence BIO/ANDI
French Organic Market

4.4% of food household consumption is organic

Source: Agence BIO/ANDI

4.4% of food household consumption is organic
FRENCH CONSUMERS AND THE ORGANIC SECTOR

85% of French consumers recognize the importance of developing organic farming.

82% trust organic products.

26% of consumers intend to eat more organic.

FRENCH CONSUMERS GOING ORGANIC

More than 9 in 10 French consumers have eaten organic over the last twelve months.

Almost 3/4 eat organic at least once a month.

16% eat it daily (vs. 10% in 2015).

Source: Agence BIO/CSA Research

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Prospects for 2018 and 2019

¬ Around 9 billion euros sales in 2018 (including to catering and restaurant) + 15% / 2017.
  ¬ Organic fruits and vegetables and grocery (sweet or salted) are still the main drivers
  ¬ Supermarkets: organic sales increase by 21% in the first half of 2018
  ¬ Specialized stores: sales increase by 12%

¬ Around 2 millions hectares organic (1/3 conversion)

¬ Millennial’s consumers (18 to 25 year old) seek meaning, like to rally around important causes and increasingly look for authenticity.
Let’s meet!

On our booth Hall1-213 Hbis

In Paris - June 18th
International Seminar
Organic and environment
Organic and social responsibility
How to provide the consumer the answer he’s expecting?

www.agencebio.org

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