Organic market in Germany 2015

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Development of the German Organic market 2015

- Intensive activities of different supermarket chains (especially discounters) for getting and listing more different organic items in the supermarket shelves
- Sourcing of raw material has become the biggest issue for organic suppliers
- Vegan/vegetarian boom slowed down
- Ongoing price decreases for many conventional products

- Average harvest for most plant products except protein crops, shorter supply in the second half of the year (compared to first half)
- Unsufficient supply for milk and porc, better supply for eggs and beef

- Higher consumer prices for many products – contrary to conventional products

➤ **MARKET GREW by 11 % in 2015 up to 8.62 billion EUR – 4.7 – 4.9 % of the entire food market**
Organic sales in Germany
in billion EUR excl. Catering

- Other sales channels
  (Bakeries, butchers, fruit & vegetable shops, farmer’s markets, small farm shops, Online shops, health food shops, petrol stations)

- Supermarkets
  (incl. drug stores)

- Natural Food Stores
  (incl. big farm shops)

source: Arbeitskreis Biomarkt auf Basis von GfK, Nielsen, BioVista und Klaus Braun

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Organic share of the total food market (in %)

- 2010: 3.74%
- 2011: 4.10%
- 2012: 4.20%
- 2013: 4.32%
- 2014: 4.43%
- 2015: 4.7% to 4.9%

2015 Estimation – depending on market size of the total market
Organic Area grows again 2015

Organic area (1'000 ha)
Growth rate (%)

Source: BLE, BÖLW (2015)
Questions? Remarks?

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