Global Organic Food & Drink: Market Update & Challenges

by

Mr. Amarjit Sahota
Business services

i. Research Publications

ii. Research & Consulting

iii. Seminars, Workshops

iv. Sustainability Summits

(Europe, North & Latin America, Asia-Pacific)

www.organicmonitor.com

www.sustainablefoodssummit.com
Global situation

Market value USD 81.6 bn

Market dynamics
- Demand concentration
- North America leading market
- Supply and demand imbalances
Market size: USD 43 bn

Key Features:
- Supply shortfalls
- Trade agreements
- Large operators
Market size USD 31 bn

Key Features
- Heterogeneous region
- Concentrated demand
- Rising production levels
Growth outlook

Global economy projected to expand by 3.4% in 2017

(IMF forecast)

North America – demand outpacing supply

Europe – production and demand rising

Other Regions – growth mainly in Asian countries
Q: Will there be enough supply?
Demand concentration
Consumer motives

**Consumers Associate Organic with Absence of Negatives, Primarily Those Associated with the Growing Process**

- Absence of pesticides: 64%
- Absence of herbicides: 60%
- Absence of growth hormones: 59%
- No artificial flavors-colors-preservatives: 56%
- Absence of antibiotics: 55%
- Absence of genetically modified foods: 54%
- Absence of food irradiation: 48%

*Consumers who used organics in past 3 months (n=1,120)
Consumer motives

Why do consumers buy organic products?

- Feeling to protect the environment: 2%
- No sanitary scandals (animal food): 3%
- No artificial additives: 3%
- Feeling to do the right thing: 3%
- Local Production: 7%
- Natural production: 7%
- Better quality: 8%
- Taste better: 9%
- Less or no environmental impact: 12%
- Safer or fresher: 14%
- Ethical animal Welfare: 14%
- Less pollution: 22%

Source: Statista.de
Marketing issues

Q: What values should organic represent?
Thank You

More Information

> More information: www.organicmonitor.com

> Sustainable Foods Summit: www.sustainablefoodssummit.com