Global Organic Food & Drink Market

by

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Business services

i. Market & Technical Research

ii. Business & Sustainability Consulting

iii. Seminars, Workshops

iv. Sustainability Summits

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

www.ecoviaint.com
Global market

Market Size: US $97 billion
Market Growth: 38% (2011-16)
Leading Regions: Europe, North America
Leading Markets: USA, Germany, France, Canada
Historic growth

Revenues (US$ billion)

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenues</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>25.0</td>
</tr>
<tr>
<td>2008</td>
<td>50.9</td>
</tr>
<tr>
<td>2013</td>
<td>72.0</td>
</tr>
<tr>
<td>2017</td>
<td>97.0</td>
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</tbody>
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Price premium

Top Reasons for Not Buying Organic Products

- Price: 64%
- Mistrust in the Organic Label: 38%
- Doubts about effects on the environment: 27%
- Lower shelf-life: 13%
- Availability: 10%
- No reasons: 14%

Source: Appinio
Price premium

Barriers to Organic Food Purchases

- No acquaintances who buy: 2%
- Low confidence: 6%
- Low knowledge: 7%
- Low availability: 12%
- Lack of interest: 14%
- Lack of affordable prices: 41%

Source: Organis
Retailing trends
Retailing trends
Whale Died Of Starvation After Eating 80 Plastic Bags Off Thailand's Coast

A pilot whale died in southern Thailand after eating 80 plastic bags weighing 17 pounds. The whale died after marine conservationists spent five days struggling to save the whale.

The pilot whale was discovered last Monday in a canal near Songkhla, a city in southern Thailand. Soon after, the Marine and Coastal Resources Department (MCRD) began efforts to save the whale.

Source: Forbes
Green packaging
Green packaging

Q: Should the future of organic be plastic-free?
Thank You!

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