

Organic Monitor

**The Global Market for
Organic Food & Drink**

by

Mr. Amarjit Sahota

Company Background

- London-based business research & consulting firm
- International team of analysts / consultants
- Largest publisher of market research reports
- Range of business consulting services
- Global contacts & information databases

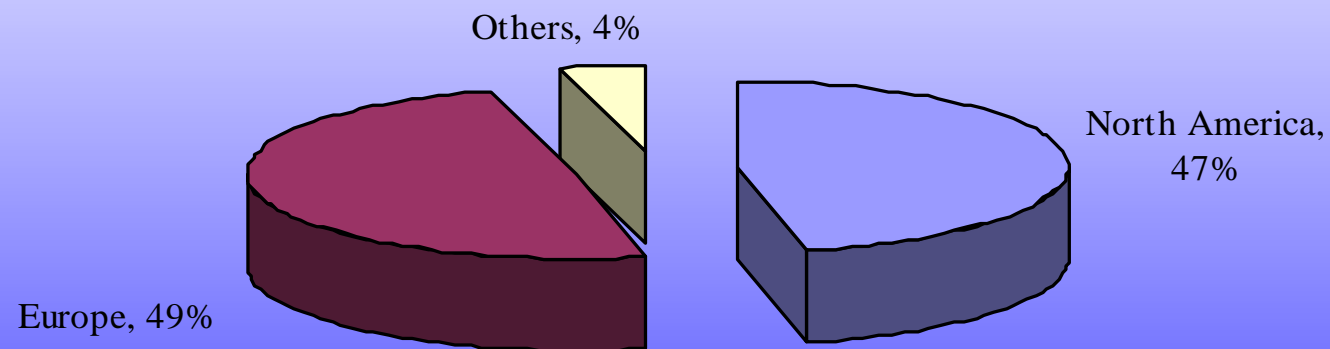
More information.... www.organicmonitor.com

Global Market



- ▶ Market Size (2004) US \$27.8 billion
- ▶ Market Growth $\approx 9\%$
- ▶ Leading Regions
Europe (49%)
North America (47%)
- ▶ Country Markets
USA (\$12.2 billion)
Germany (\$4.2 billion)
UK (\$1.9 billion)

Revenue Breakdown



Organic Monitor

Europe

Market Size

US \$13.7 billion

Market Growth

≈ 5%

Largest Markets

Germany (31%)

UK (14%)

Major Channels

Supermarkets

Trends

Expanding channels

Broadening demand

Organic Monitor

North America

Market Size

US \$13.0 billion

Market Growth

14%

Largest Market

United States (94%)

Major Channels

Supermarkets

Trends

**Retail Penetration
Undersupply**

Organic Monitor

Asia

Market Size

US \$750 million

Market Growth

10-20%

Largest Market

Japan (50%)

Major Channels

Specialist Retailers

Trends

Rising Awareness

National Programmes



Oceania

Market Size

US \$250 million

Market Growth

10-20%

Largest Market

Australia (82%)

Major Channels

Supermarkets

Trends

Less Export Focus

Retailer Interest



Future Outlook

1. North America to comprise majority global revenues
2. Supply-demand imbalances to continue
3. Decreasing sales concentration due to high growth in other regions
4. Demand for certified organic products linked to economic development and education

Organic Monitor

Thank You

asahota@organicmonitor.com