The Global Market for Organic Food & Drink

by

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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 ≈ 9%
- Leading Regions
  - Europe (49%)
  - North America (47%)
- Country Markets
  - USA ($12.2 billion)
  - Germany ($4.2 billion)
  - UK ($1.9 billion)
Revenue Breakdown

Europe, 49%

North America, 47%

Others, 4%
Europe

Market Size: US $13.7 billion

Market Growth: ≈ 5%

Largest Markets:
- Germany (31%)
- UK (14%)

Major Channels: Supermarkets

Trends: Expanding channels, Broadening demand
North America

Market Size: US $13.0 billion
Market Growth: 14%
Largest Market: United States (94%)
Major Channels: Supermarkets
Trends: Retail Penetration, Undersupply
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**: 

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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
Thank You

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