

# Organic Monitor

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## The Global Market for Organic Food & Drink

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by

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# Company Background

- UK-based specialist research & consulting firm
- Focuses on organic & related product industries
- Largest publisher of market research reports
- Range of business consulting services
- Global contacts & information database

More information.... [www.organicmonitor.com](http://www.organicmonitor.com)

# Global Market



- Market Size (2007) US \$46 billion
- Market Growth 203% (1999)
- Leading Regions Europe  
North America
- Leading Markets USA, Germany  
UK, France

# Europe

**Market Size**

**US \$25 billion**

**Largest Market**

**Germany**

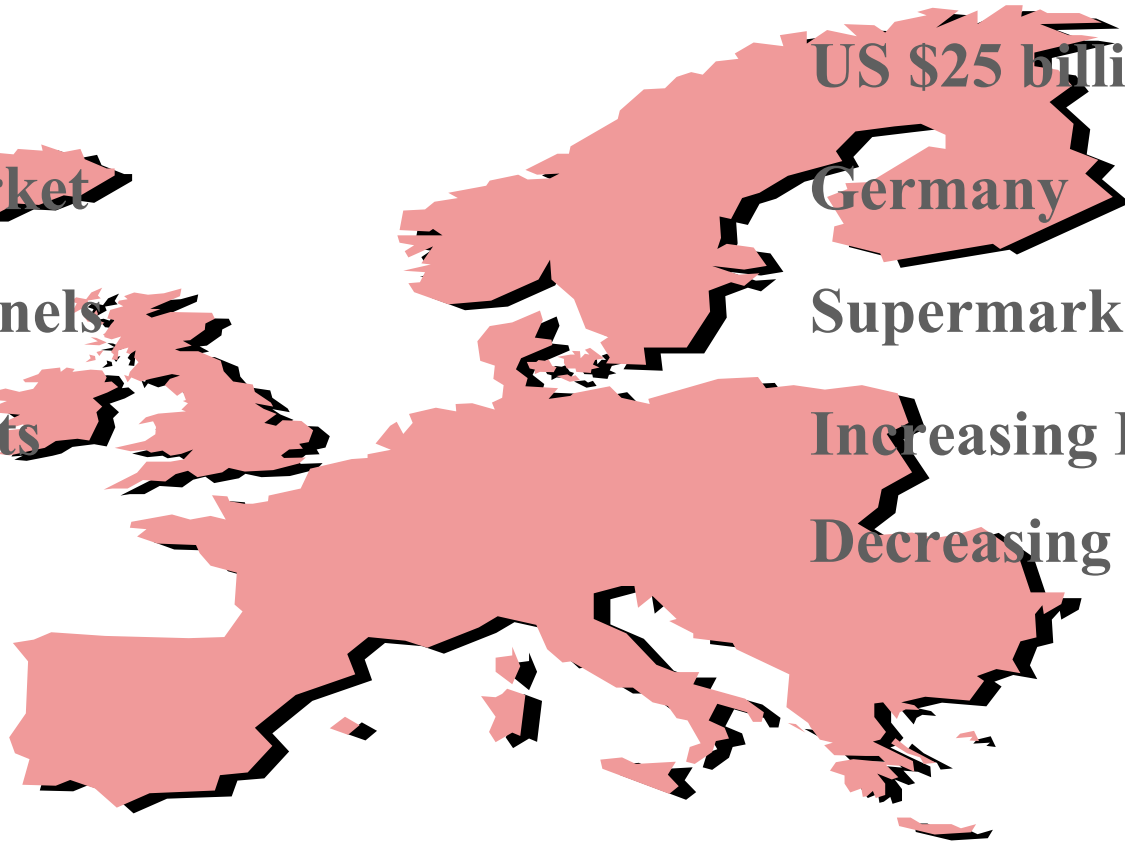
**Major Channels**

**Supermarkets**

**Developments**

**Increasing Distribution**

**Decreasing Prices**



# North America



# Asia

**Market Size**

**US \$0.9 billion**

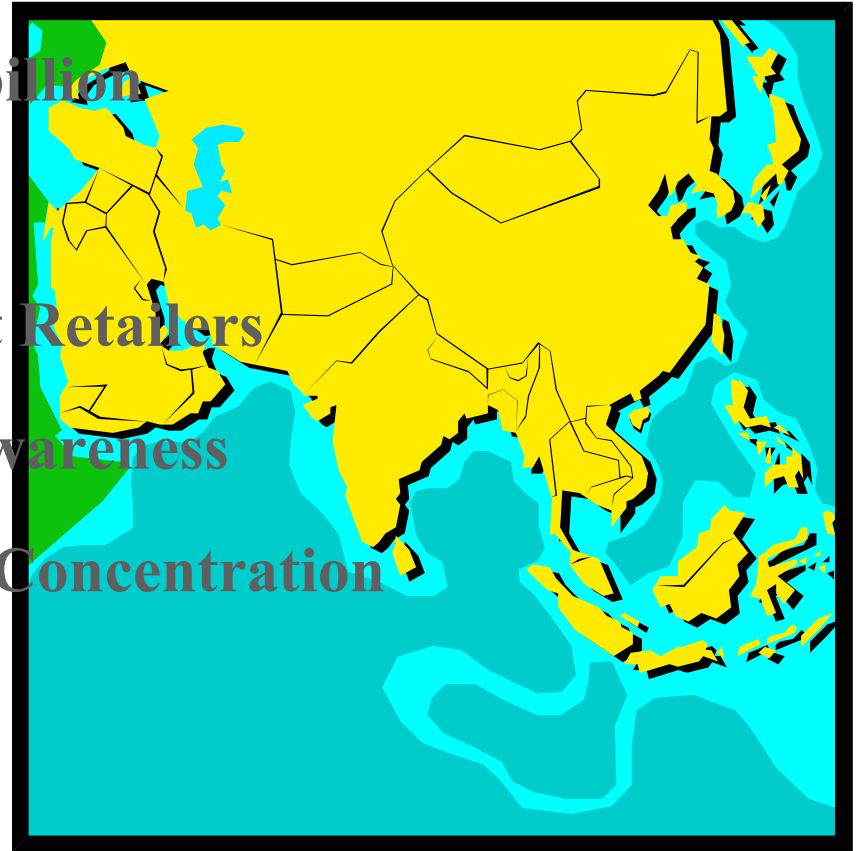
**Major Channels**

**Specialist Retailers**

**Trends**

**Rising Awareness**

**Demand Concentration**



# Global Economic Slowdown

Global economy projected to grow by 0.5% in 2009 (IMF)

## Impact on Global Organic Food & Drink Sales

- Reduction in purchasing power
- Dwindling investment
- Consumers 'trading down'

# Growth Outlook

1. Supply - demand
2. Decreasing product prices
3. Global supply chains
4. Demand to remain concentrated
5. Product & certification trends



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## Thank You

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