Global Organic Food & Drink: Market Update & Challenges

by

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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 market

- Market Growth: 46% (2009-14)
- Leading Regions: Europe, North America
- Leading Markets: USA, Germany, France
Global market growth

![Bar chart showing revenue growth over years]

- **1999**: 15.2 billion
- **2004**: 28.7 billion
- **2009**: 54.9 billion
- **2014**: 80.0 billion

*Organic Monitor*
North America

Market size: US $38.5 billion
Leading country: USA
Main channels: Supermarkets
Latest developments: Healthy growth, Undersupply
Europe

Market size: US $35 billion

Leading countries: Germany, France

Main channels: Specialists, supermarkets

Latest developments: Mixed growth rates
Future Outlook

Global economy projected to expand by 3.4% in 2016

(IMF forecast)

North America – healthy growth

Europe – growth rates rising

Other Regions – growth in certain countries
Demand concentration

- Europe, 44%
- Others, 8%
- North America, 48%
Multiple organic logos
Eco-labels proliferation

[Image of various eco-labels and logos]
Sustainable coffee

<table>
<thead>
<tr>
<th>Year</th>
<th>Certified Practices (in millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>0</td>
</tr>
<tr>
<td>2010</td>
<td>0</td>
</tr>
<tr>
<td>2011</td>
<td>0</td>
</tr>
<tr>
<td>2015</td>
<td>0</td>
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C.A.F.E. Practices

<table>
<thead>
<tr>
<th>Total coffee purchases</th>
<th>Total C.A.F.E. Practices purchases</th>
</tr>
</thead>
<tbody>
<tr>
<td>367 (in millions)</td>
<td>299 (in millions)</td>
</tr>
<tr>
<td>269</td>
<td>226</td>
</tr>
<tr>
<td>428</td>
<td>367</td>
</tr>
<tr>
<td>(lb)</td>
<td>(lb)</td>
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<tr>
<td>166</td>
<td>136</td>
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<tr>
<td>122</td>
<td>103</td>
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<tr>
<td>194</td>
<td>167</td>
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<td>(kg)</td>
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81% 84% 86% 100%

Organic Monitor
Future direction…
Thank You

More Information
Sustainable Foods Summit: www.sustainablefoodssummit.com