

Organic Monitor

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

by

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Company Background

- UK-based business research firm, established in 2001
- International analysts / consultants
- Largest publisher of market research reports
- Range of business consulting services
- Global contacts & information database

More information.... www.organicmonitor.com

Global Market



- ▶ Market Size (2006) US \$38.6 billion
- ▶ Market Growth 16%
- ▶ Leading Regions Europe
North America
- ▶ Leading Markets USA, Germany
UK, France, Italy

Europe

Market Size

US \$20 billion

Largest Market

Germany

Major Channels

Supermarkets

Developments

Widening availability

Supply shortages

North America

Market Size

US \$17 billion

Largest Market

United States

Major Channels

Supermarkets

Trends

Retail Penetration

Undersupply

Global Trends

- Demand is concentrated
- Demand is outpacing organic food supply
- Increasing investment
- Growing number of organic standards

Future Outlook

1. Supply-demand imbalances to remain
2. Disparity between producer and consumer countries
3. Demand concentrated
4. Consumers becoming increasingly sophisticated

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Questions & Answers

More Information

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