

Organic Monitor

Global Organic Food & Drink: Market Update & Challenges

by

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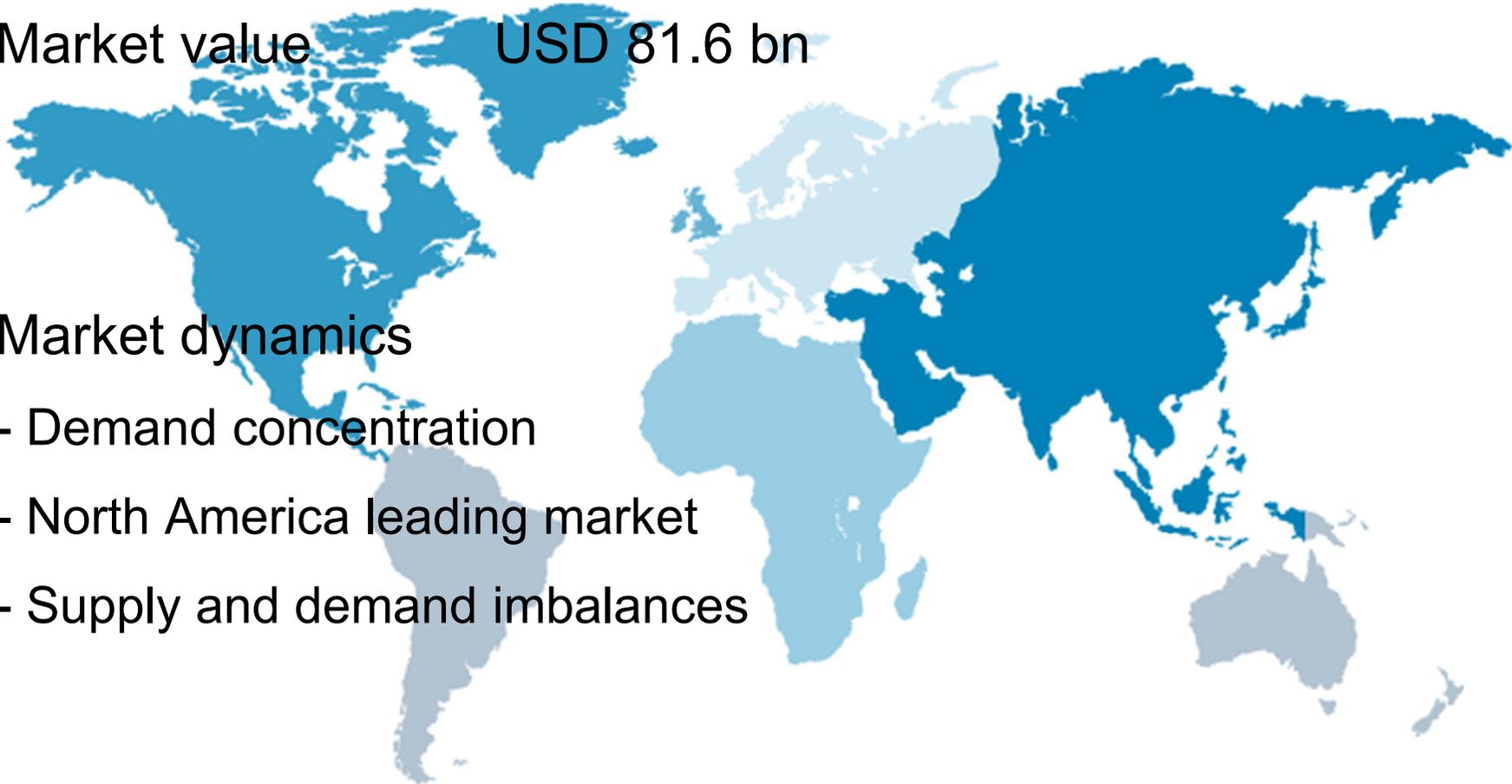
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Global situation

Market value USD 81.6 bn

Market dynamics

- Demand concentration
- North America leading market
- Supply and demand imbalances



Market size

USD 43 bn

Key Features

- Supply shortfalls
- Trade agreements
- Large operators



Market size

USD 31 bn

Key Features

- Heterogeneous region
- Concentrated demand
- Rising production levels



Growth outlook

Global economy projected to expand by 3.4% in 2017

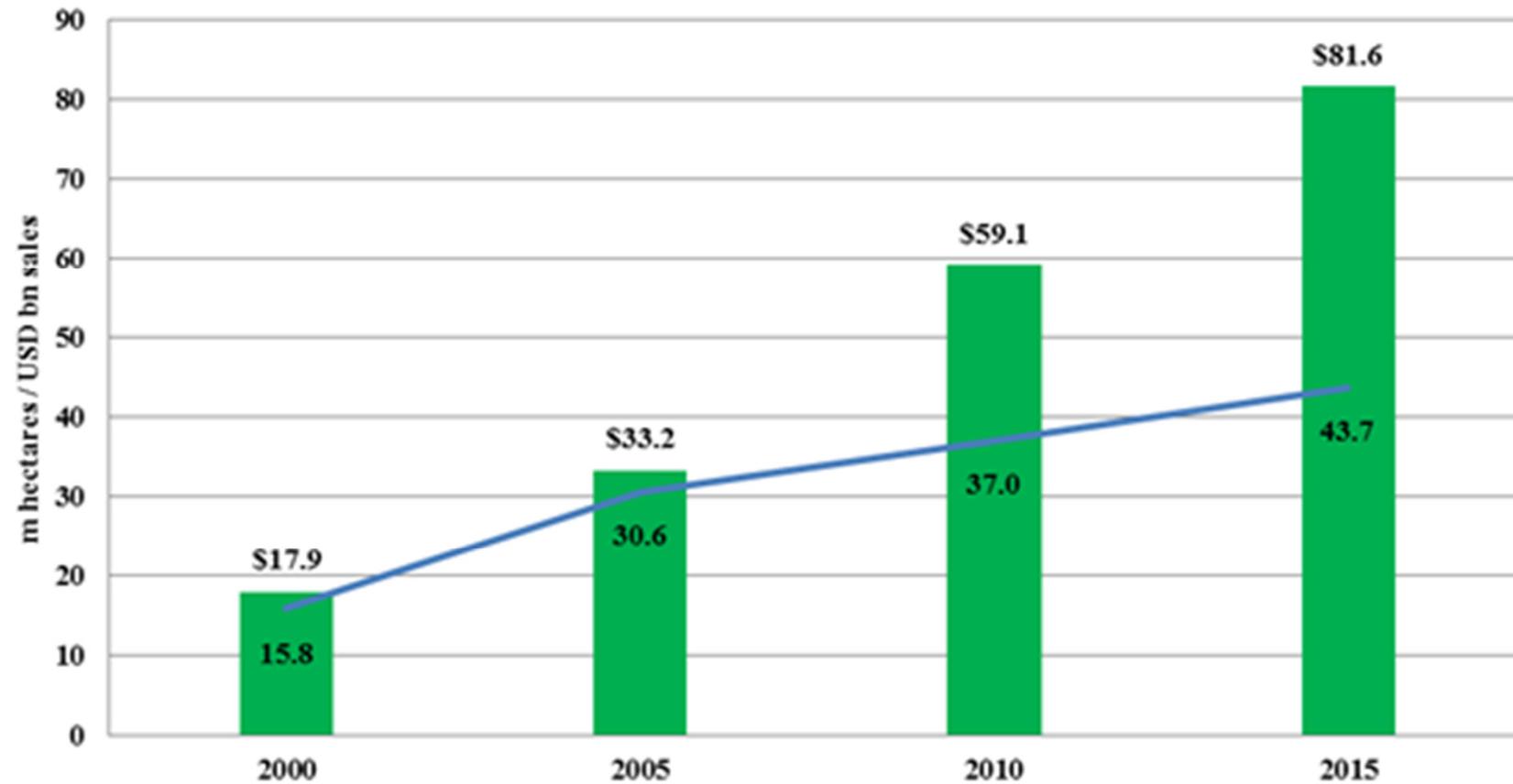
(IMF forecast)

North America – demand outpacing supply

Europe – production and demand rising

Other Regions – growth mainly in Asian countries

Supply outlook



Q: Will there be enough supply?

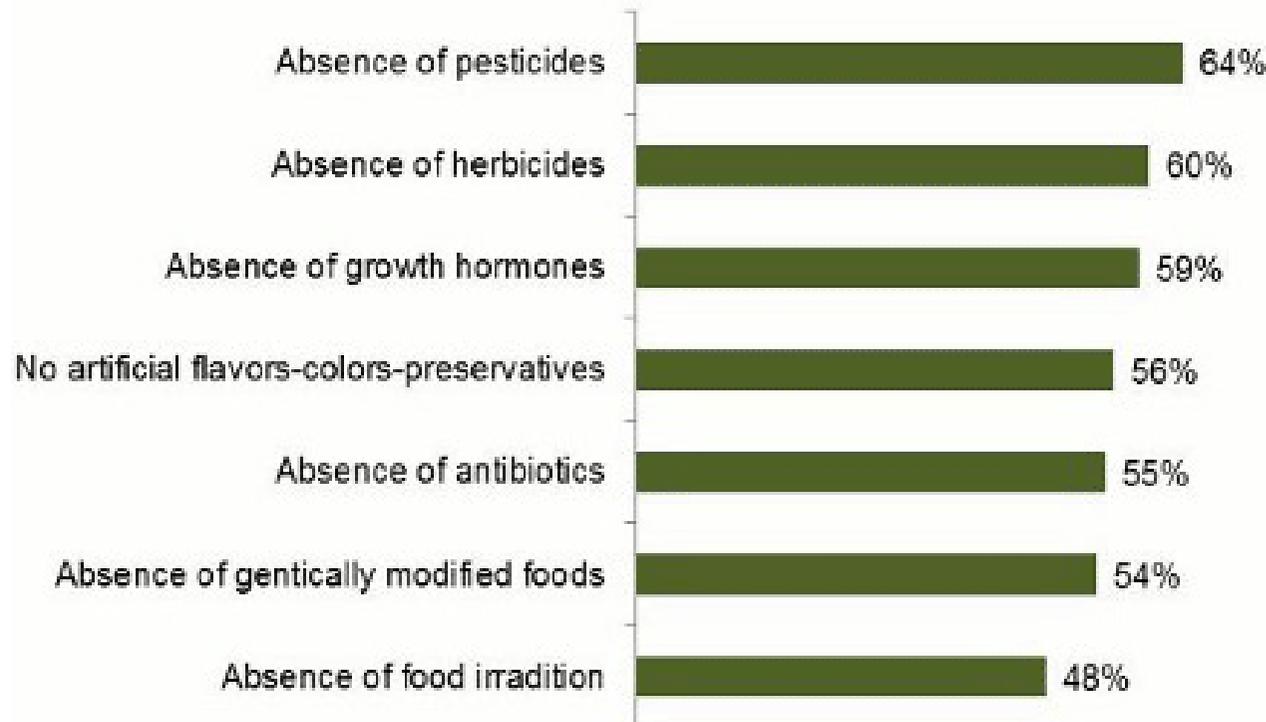
Demand concentration



Consumer motives



Consumers Associate Organic with Absence of Negatives, Primarily Those Associated with the Growing Process



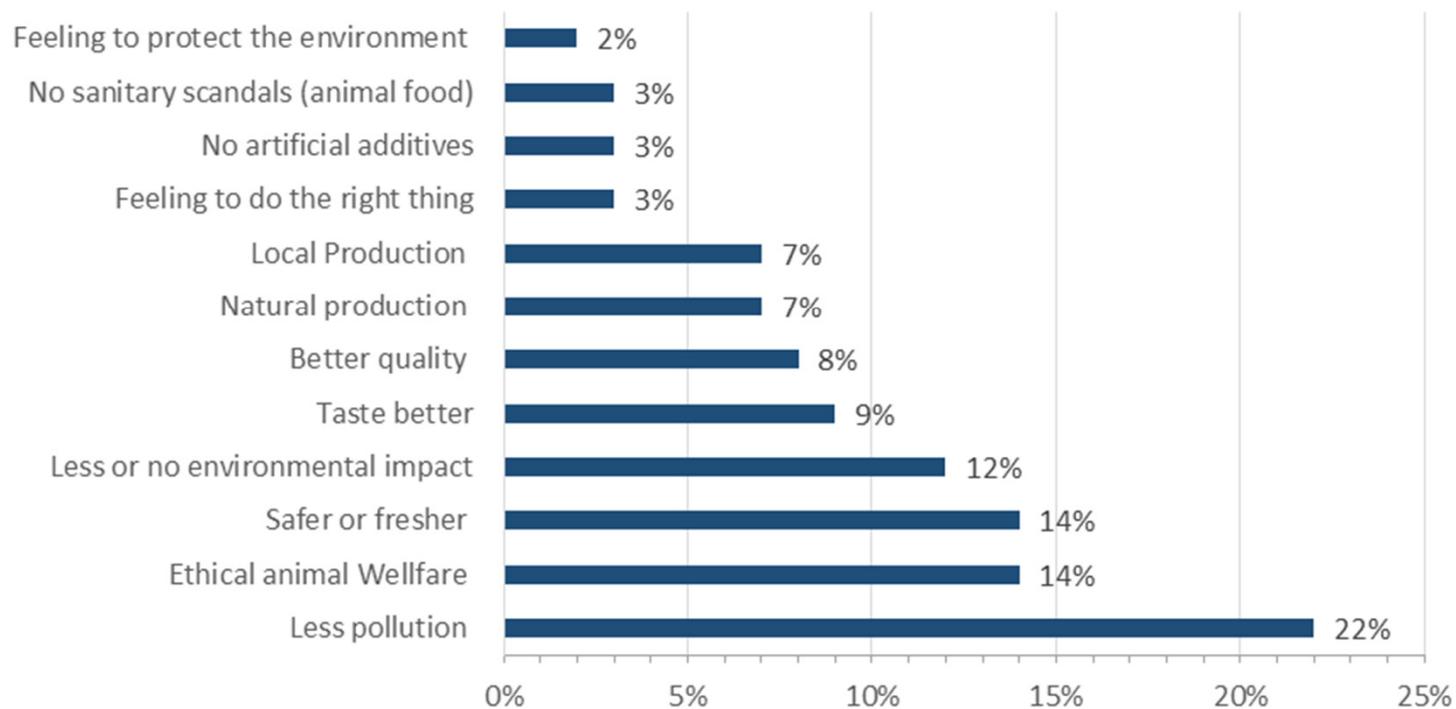
*Consumers who used organics in past 3 months (n=1,120)

Source: *Organic and Natural 2012* report, The Hartman Group, Inc.

Consumer motives



Why do consumers buy organic products ?



Source: Statista.de

Marketing issues



Q: What values should organic represent?

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Thank You

More Information

- > More information: www.organicmonitor.com
- > Sustainable Foods Summit: www.sustainablefoodssummit.com