

# The organic market in Germany - highlights 2021 and 2022

BIOFACH CONGRESS

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DR. HANS-CHRISTOPH BEHR, AMI

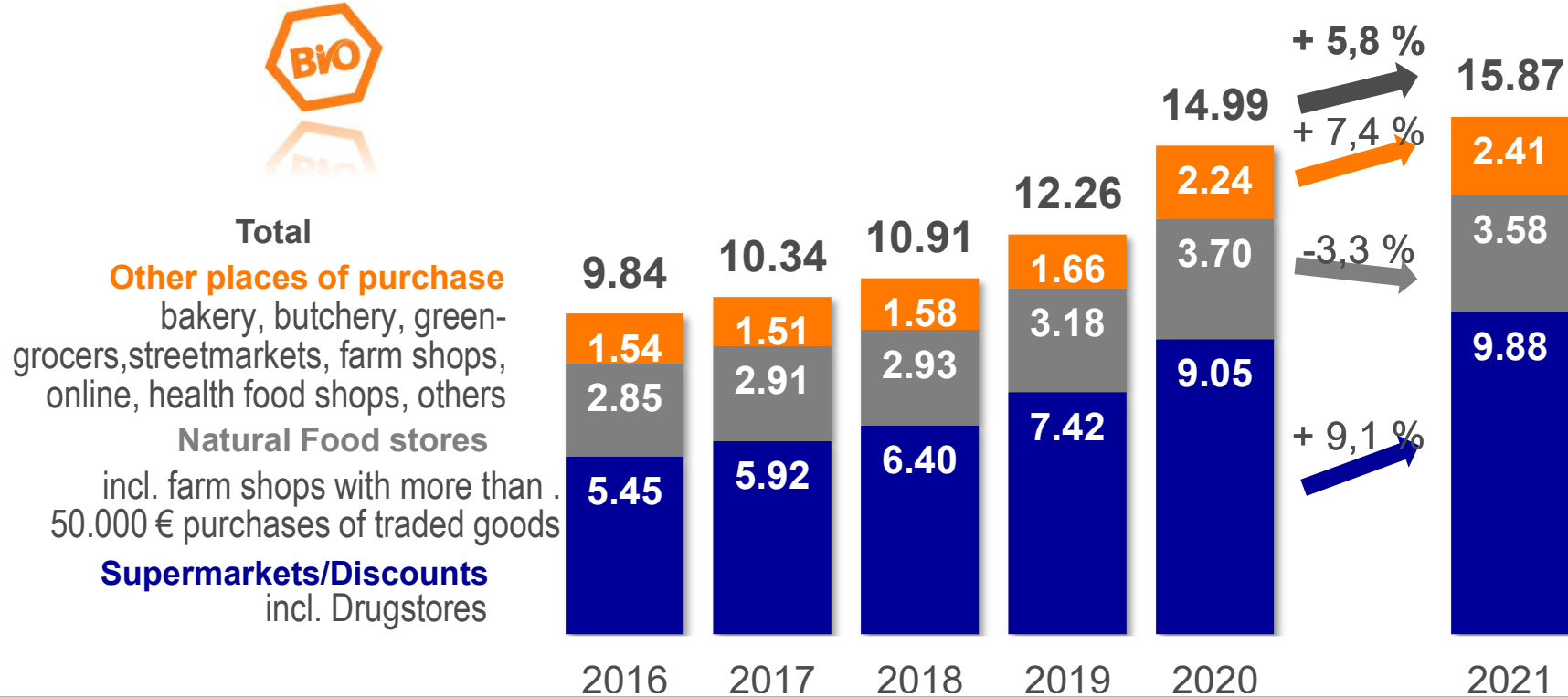


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# 2021 good Growth after extraordinary Growth in 2020



Consumer expenditure for organic food and beverages by place of purchase, Germany, in Billion EUR (excluding out of home consumption)



# Organic market share rising until 2021



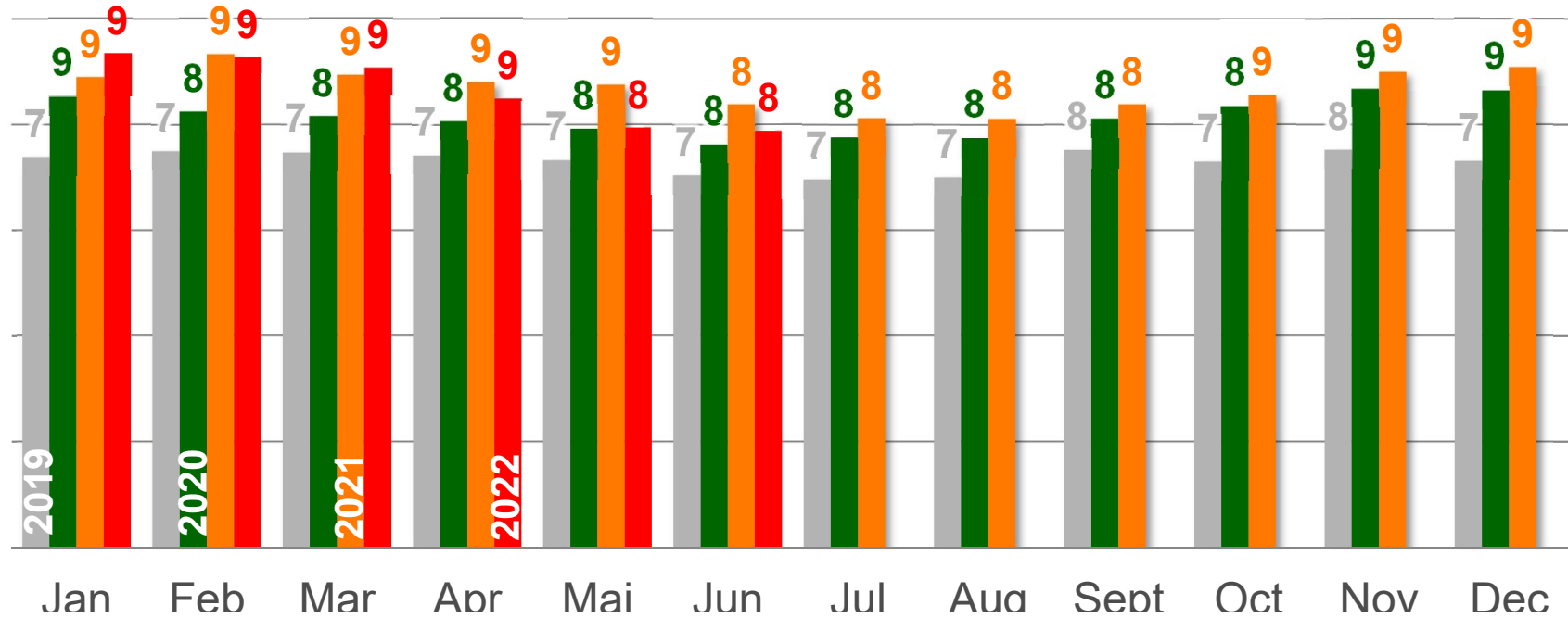
Market Value for organic food and beverages in Germany in billion EUR and organic share of total food and beverages market in percent



# From rapid growth to stagnation



Seasonal development of organic shares in consumer expenditure for total fresh food, Germany, in %

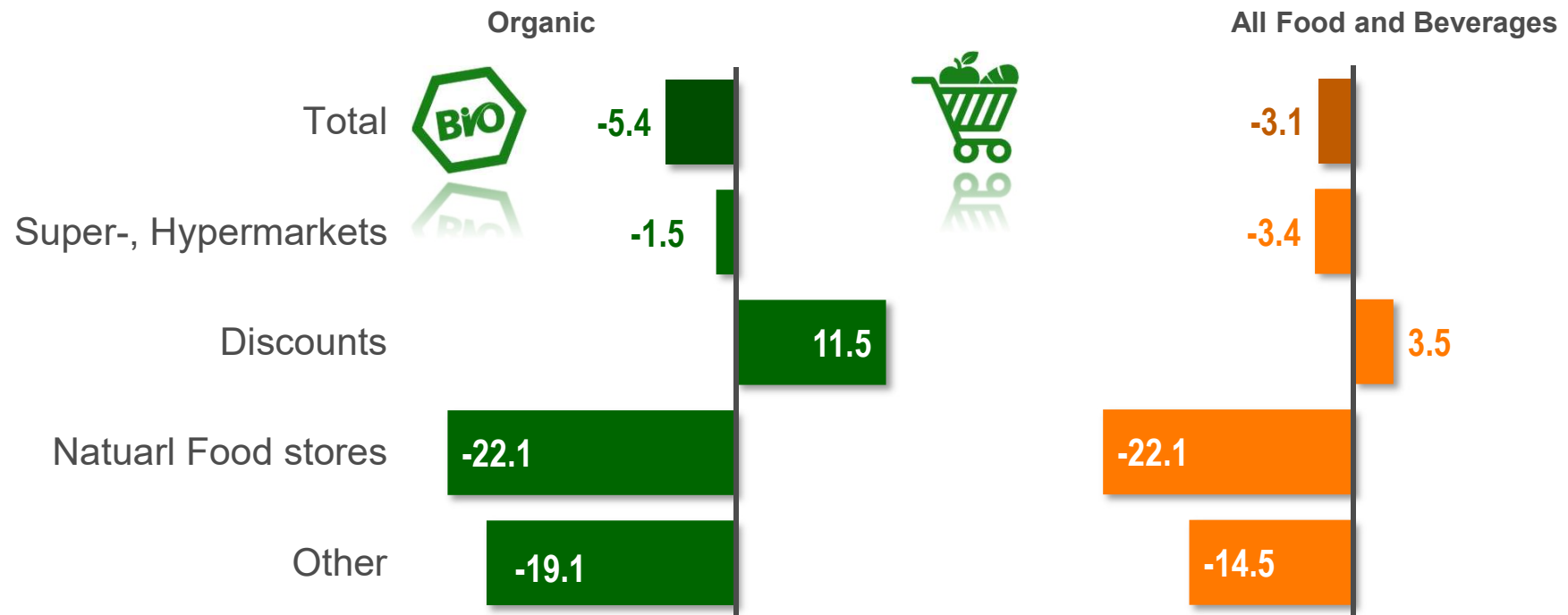


\* Meat, Meat Products, Poultry, Eggs, fresh Fruit, fresh Vegetables, Potatoes, Cheese, Bread, Milk and milk products including Butter, Soja- and other plant based Milk substitutes, Oil, Flour etc..

# Decreasing retail turnover – also for conventional food



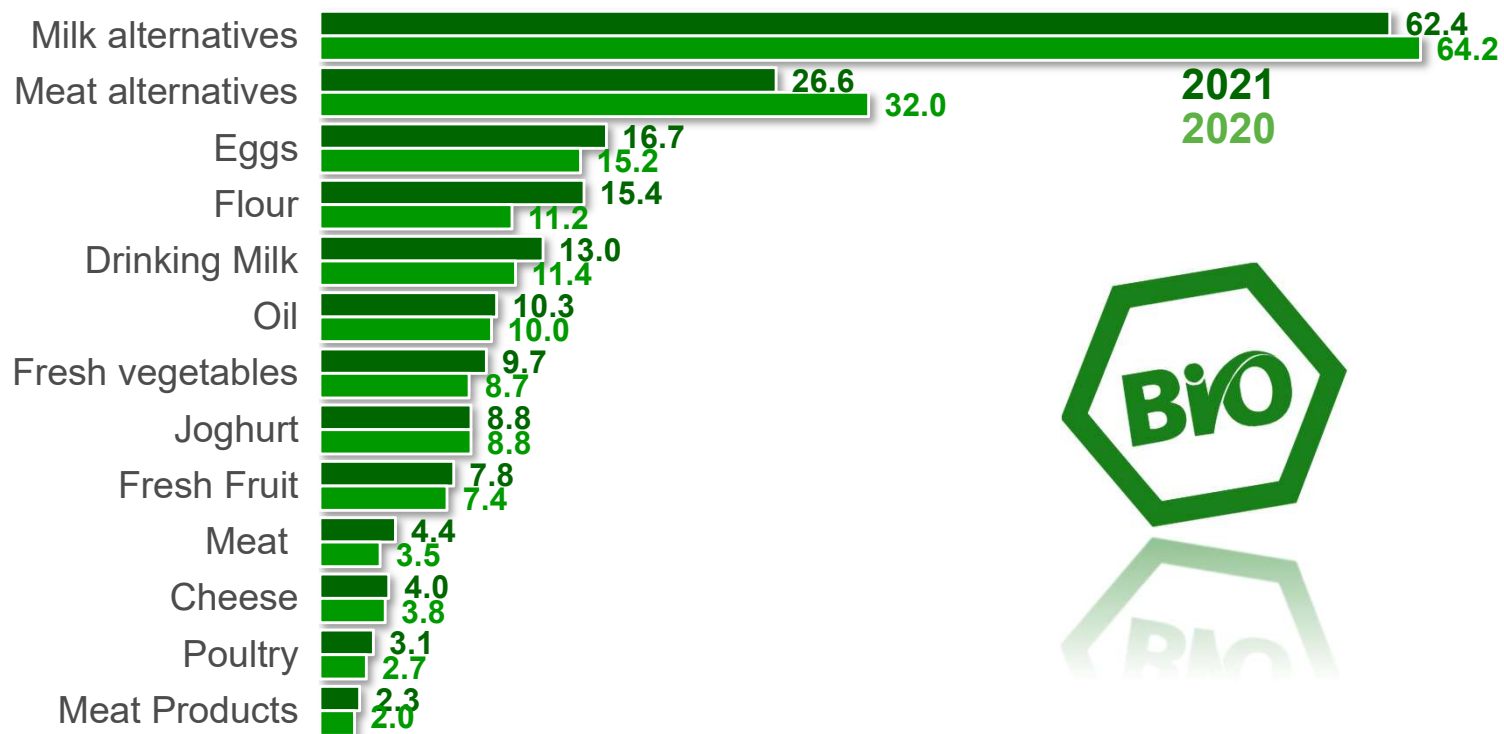
Change of retail turnover with fresh food\* - organic and total food, by place of purchase, in %, Jan-June 2022 vs. Jan-June 2021



\* Meat, Meat Products, Poultry, Eggs, fresh Fruit, fresh Vegetables, Potatoes, Cheese, Bread, Milk and milk products including Butter, Soja- and other plant based Milk substitutes, Oil, Flour etc..

# Organic share of selected foods

Organic shares in quantities bought by consumers in Germany, in %



## The organic market in Germany - Highlights 2021/22



- The Covid 19 pandemic pushed in Home consumption in 2020 and 2021
- Consumers decided more often for organic products when cooking at home, since they had the freedom to choose, which is not always the case in out of home consumption
- In 2022 “almost non covid” conditions prevailed in the first 6 months which were compared with a long lockdown period in 2021. This resulted in decreasing retail sales of both, conventional and organic products, as foodservice opened again.
- Inflation, rising energy costs, insecurity due to the Russian invasion into Ukraine are factors which dampen consumer demand.
- While the organic market still grew in 2021 stagnation would be a good result for 2022 taking into account the high level achieved in the 2 preceding years.
- Production costs have increased further (hygiene, logistics, inputs, wages).
- The smaller price premium for organic products at producer level (due to higher prices for conventional products) will limit the growth of organic production in Germany.

## **We are there for you – contact us**

**Diana Schaack, Hans-Christoph Behr**  
**Marktanalysts Organic Markets**

**Tel. (0228) 33 80 5-270**

**[Hans-Christoph.Behr@AMI-informiert.de](mailto:Hans-Christoph.Behr@AMI-informiert.de)**

**AMI Agrarmarkt Informations-Gesellschaft mbH**

**Dreizehnmorgenweg 10**

**53175 Bonn**

**[www.AMI-informiert.de](http://www.AMI-informiert.de)**

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