UK Organic Market Trends

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Soil Association Certification

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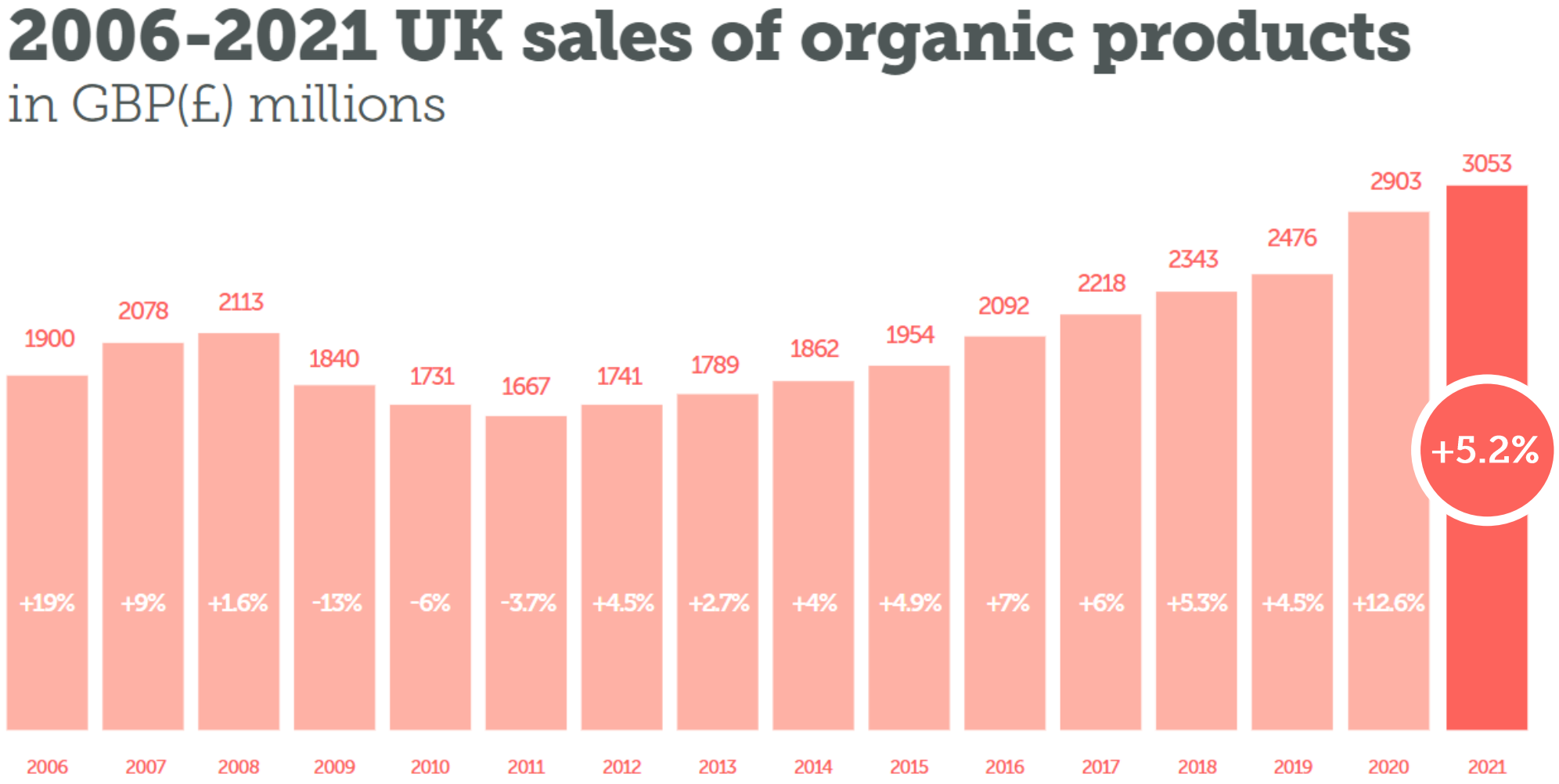
The Soil Association Group

Total UK Market Trend



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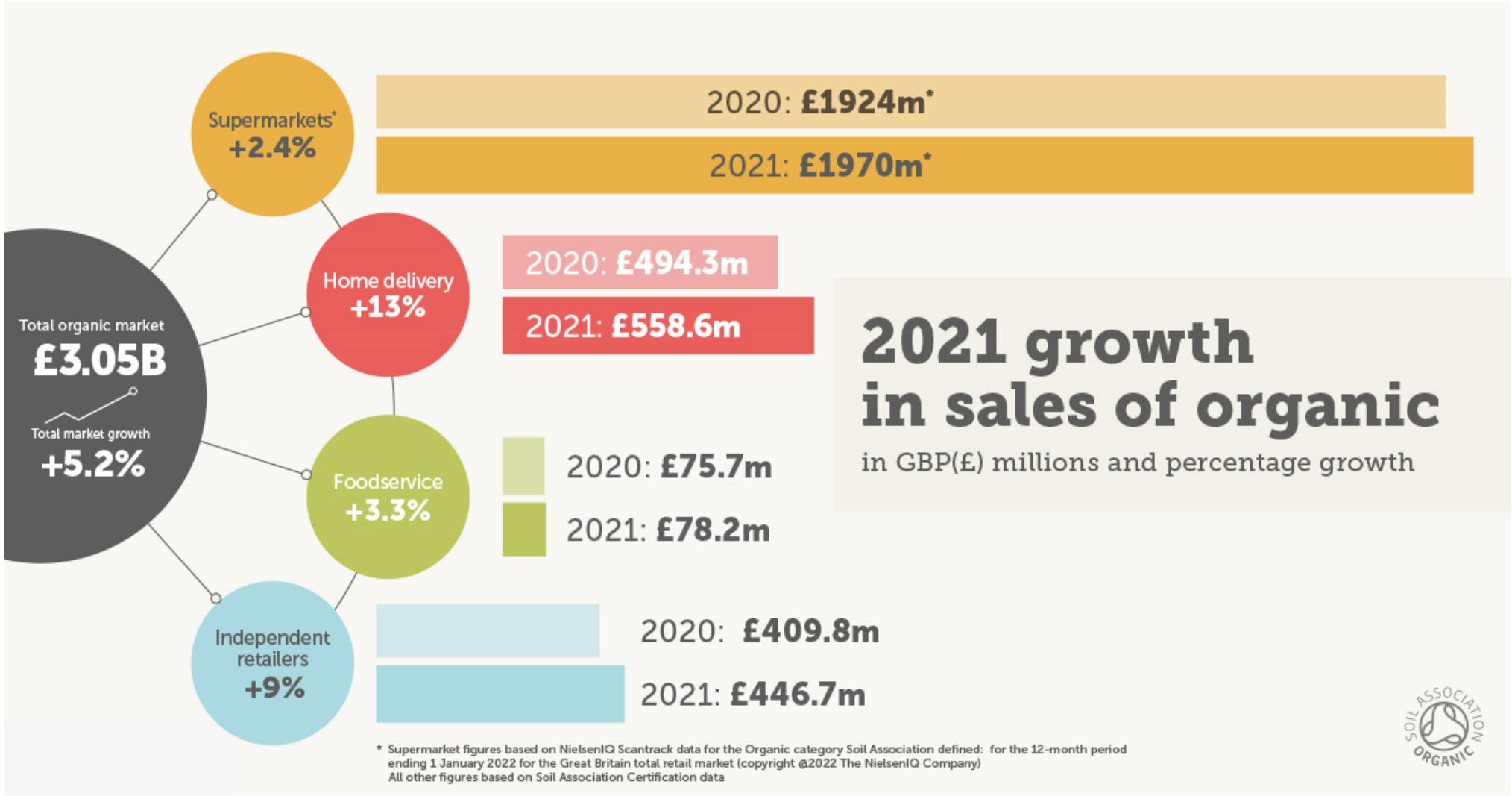
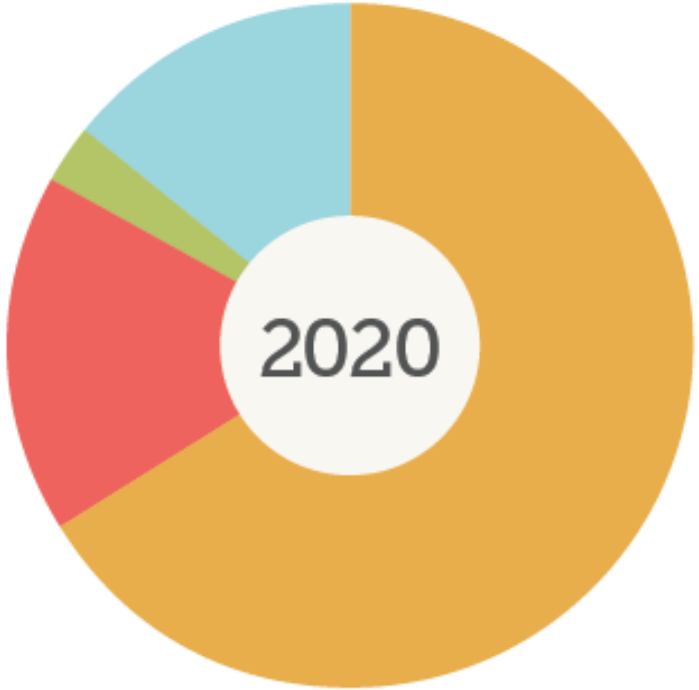
Channel growth

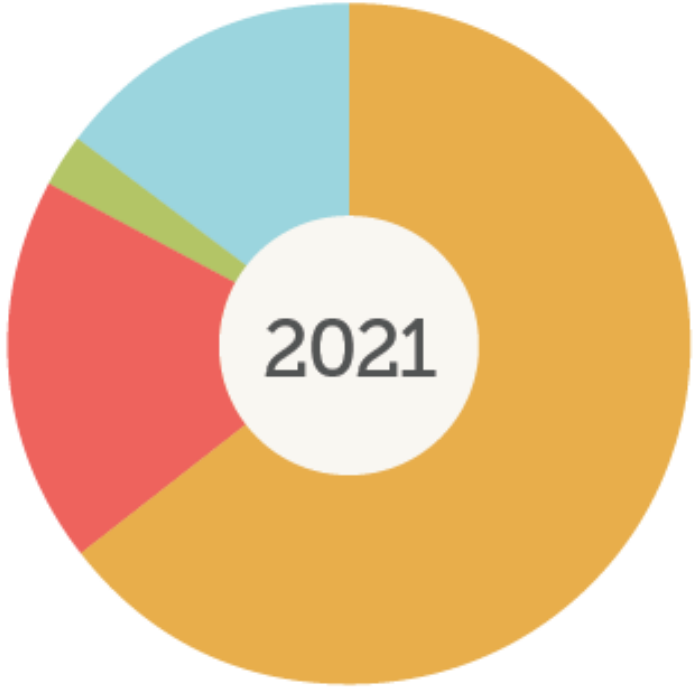


Market breakdown

Share of organic sales by channel 2020-2021



Supermarkets **66.3%**
Home delivery **17%**
Foodservice **2.6%**
Independent retailers **14.1%**



Supermarkets **64.5%**
Home delivery **18.3%**
Foodservice **2.6%**
Independent retailers **14.6%**

Based on amalgamated data from NielsenIQ* and Soil Association Certification data

Organic in UK supermarkets: Category in 2021

2020-2021 Breakdown in product shares of UK food and drink organic market and % change in value*

Product	% share of organic food and drink	Year-on-year growth
Dairy	25.2%	+0.7% ↑
Produce	22.2%	+1.8% ↑
Ambient Grocery	16%	-6.2% ↓
Meat, fish & poultry	10.2%	+5.5% ↑
Baby food & drink	9.6%	+16.1% ↑
Convenience and deli	4.5%	+3.1% ↑
Beers, wines & spirits	5%	+16.9% ↑
Confectionery/soft drinks	3.9%	+4% ↑
Frozen	0.9%	+1.4% ↑
Bakery	0.7%	-6.3% ↓

* Based on NielsenIQ Scantrack data for the organic category Soil Association defined: for the 12-month period ending 1 January 2022 for the Great Britain total retail market (copyright @2022 The NielsenIQ Company)

Names of categories changed since 2020 data: Canned & packaged now Ambient grocery, Chilled foods & deli now Convenience & deli

Independent retail

Increase in sales of **9%** in what has been a mixed year for independents

Online
In this sector, businesses also see online as important to growth

Provenance & traceability
Fresh products have seen an increase as younger shoppers coming into store look for provenance and traceability

Investment
Locavore, Planet Organic & Better Food all expanding

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9%

Increase in sales of organic in independent retail

Online & home delivery

Sales of organic online now worth **£558.6 million**

Over **25%** of organic products are purchased online

13% increase in sales of organic online

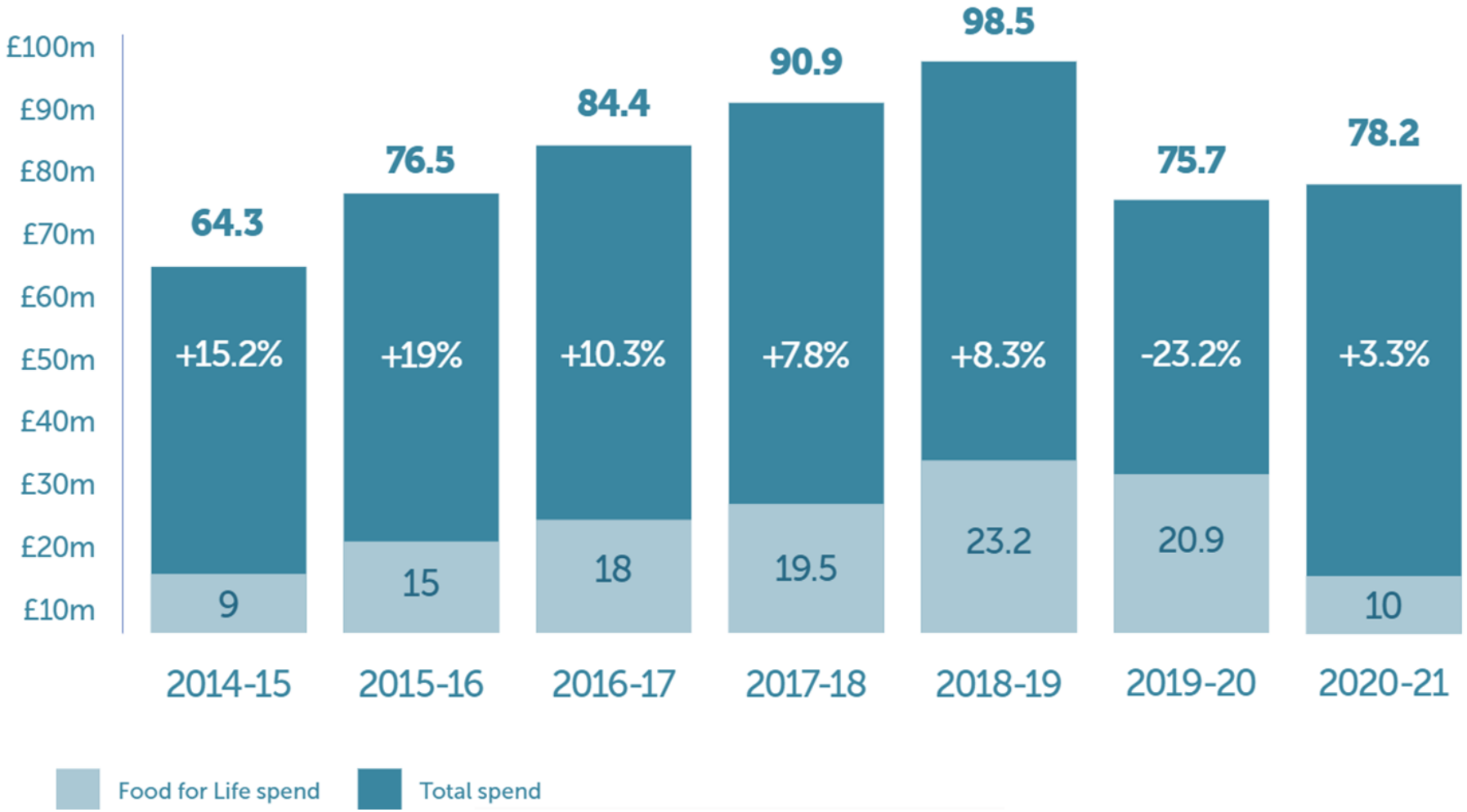
Box schemes
Have seen sales of organic continue to grow
Increased purchase frequency and additional items added

Amazon
+8,500 Soil Association Certification-certified products on Amazon, making it the largest retailer of organic in the UK

Range & choice
Wider range and choice online major reason for success

Foodservice

Organic spend in foodservice from 2014 to 2021 in GBP (£) millions



The Organic Market 2022

Retailer performance reveals 4 big trends emerging…

1. Market decline is accelerating (but organic decline is less significant)
2. Pre-pandemic behaviour is returning
3. Shoppers are shifting spend to supermarket private label
4. Consumers will switch spend to retailers that are perceived to offer VFM

Based on NielsenIQ Homescan FMCG and Scantrack Grocery Multiples 4 w/e 26th March 2022

Organic Consumers

SOIL ASSOCIATION ORGANIC

Soil Association CERTIFICATION

Organic consumers

71% have become more concerned about the environment since the pandemic

86% want food produced in a more natural way without excess pesticides and chemicals

Over half (56%) of shoppers are concerned about the impact of food packaging on the environment.

The top six reasons for buying organic***

1. No pesticides
2. Better for the environment
3. Perceived better quality
4. Taste is better
5. Better for animal welfare
6. Perceived health benefits

*** NielsenIQ Homescan Survey GB Feb 2021

Organic consumers

Organic and sustainability
Organic seen by some as one way of making a sustainable choice but more to be done to make the link

The "say-do" gap
People talk about the importance of sustainable choices but don't always make them

Cutting through
Organic businesses need to interrupt shoppers' "autopilot" to make their products a habitual choice

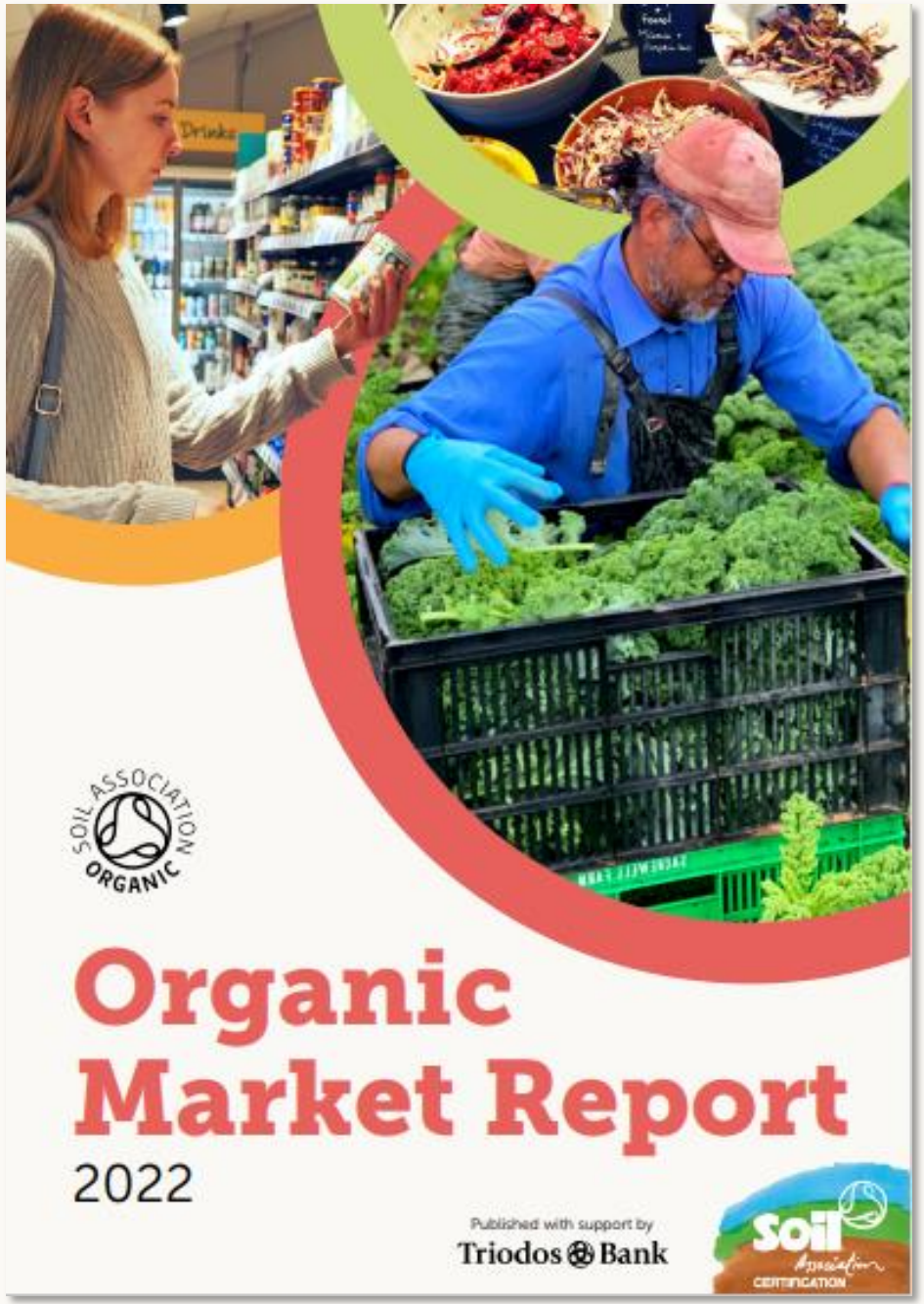
42%

Of people expect organic products to be packaged in more environmentally friendly materials than non-organic products

Thank you!

Download the report (or click link in chat)

Any questions? Email:
marketingsupport@soilassociation.org



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