

The organic market in Germany 2023: Discounter, trade marks and higher prices

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What happened on the organic market 2023?



- **Inflation and high costs of living** keep purchasing power down
- **Trading Down**
 - ✓ More private label products
 - ✓ Change of shopping location – more discounters and drug stores
- Organic and conventional consumer **prices converge** because of
 - ✓ Stronger price increase for conventional products
 - ✓ Trading Down for organic products
- Conversion on organic farming keeps on a low level,
 - ✓ too many uncertainties about the development of costs, legal regulations and subsidies
- Producer prices have remained stable (e.g. pigs, milk, eggs) or have fallen (e.g. cereals)

Higher prices let the organic market grow again



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

+ 31 % vs. 2019

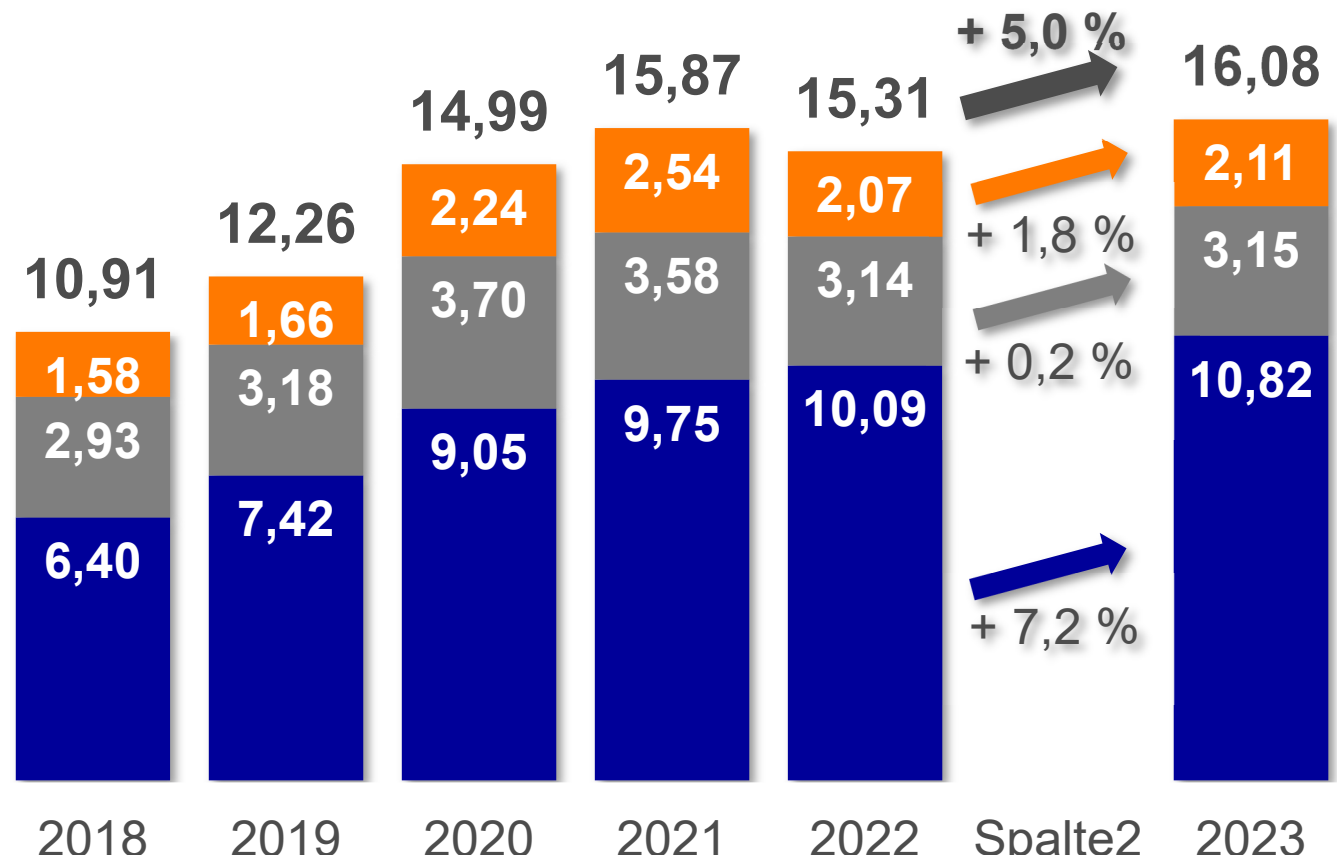


Total

Other places of purchase
bakery, butchery, green-grocers, streetmarkets, farm shops, online, health food shops, others

Natural Food stores
incl. farm shops with more than 50.000 € purchases of traded goods

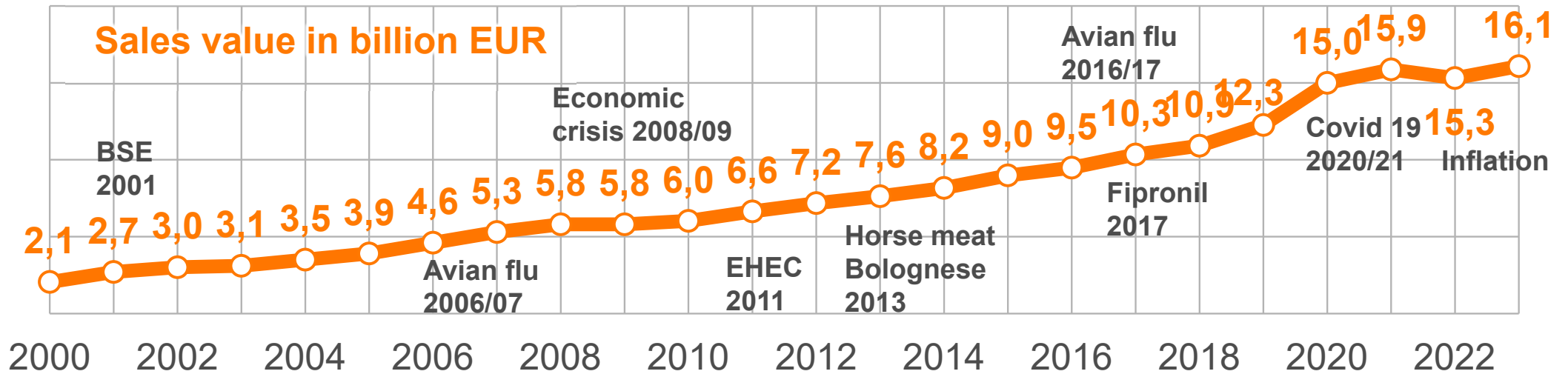
Supermarkets/Discounts
incl. Drugstores



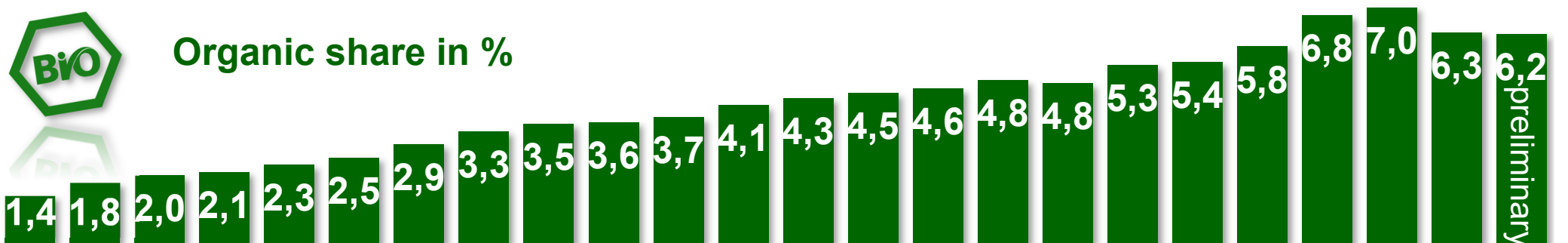
Organic market share is dropping down



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



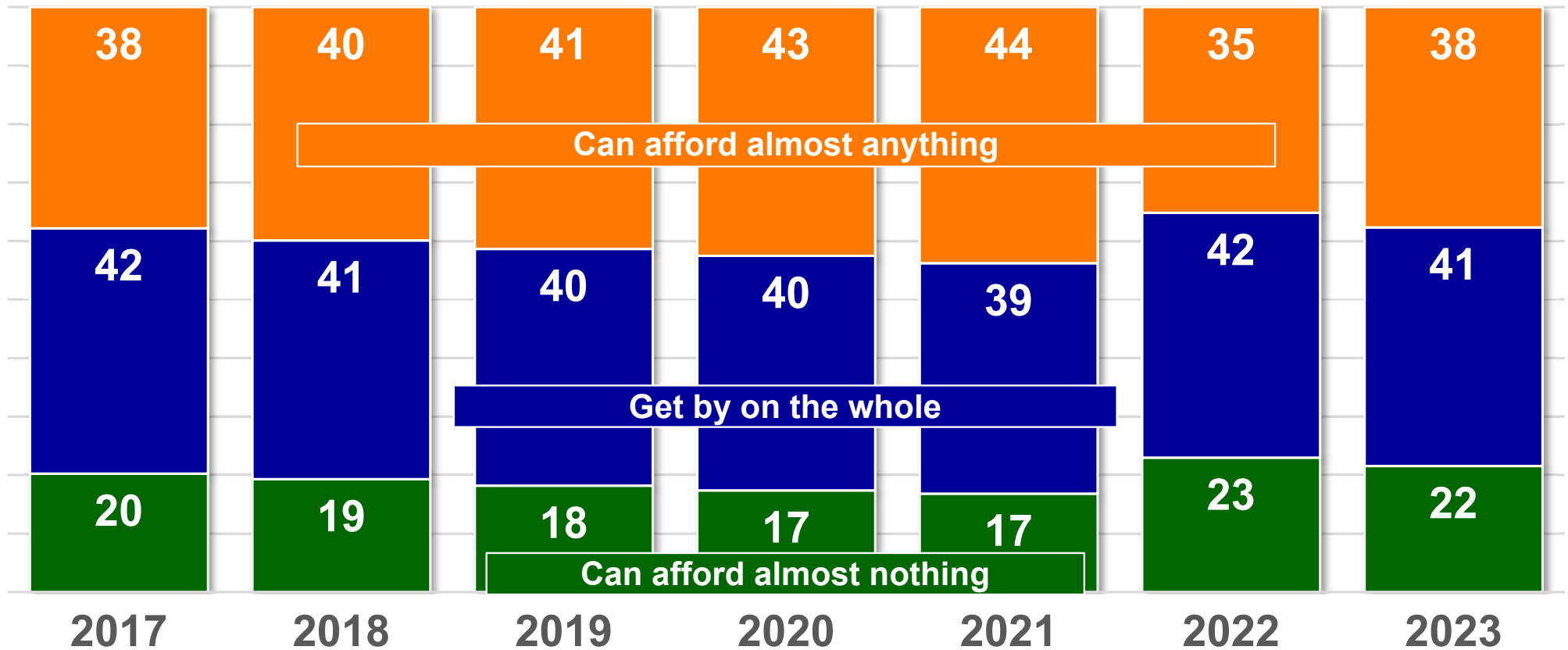
Organic share in %



Inflation inhibits financial optimism



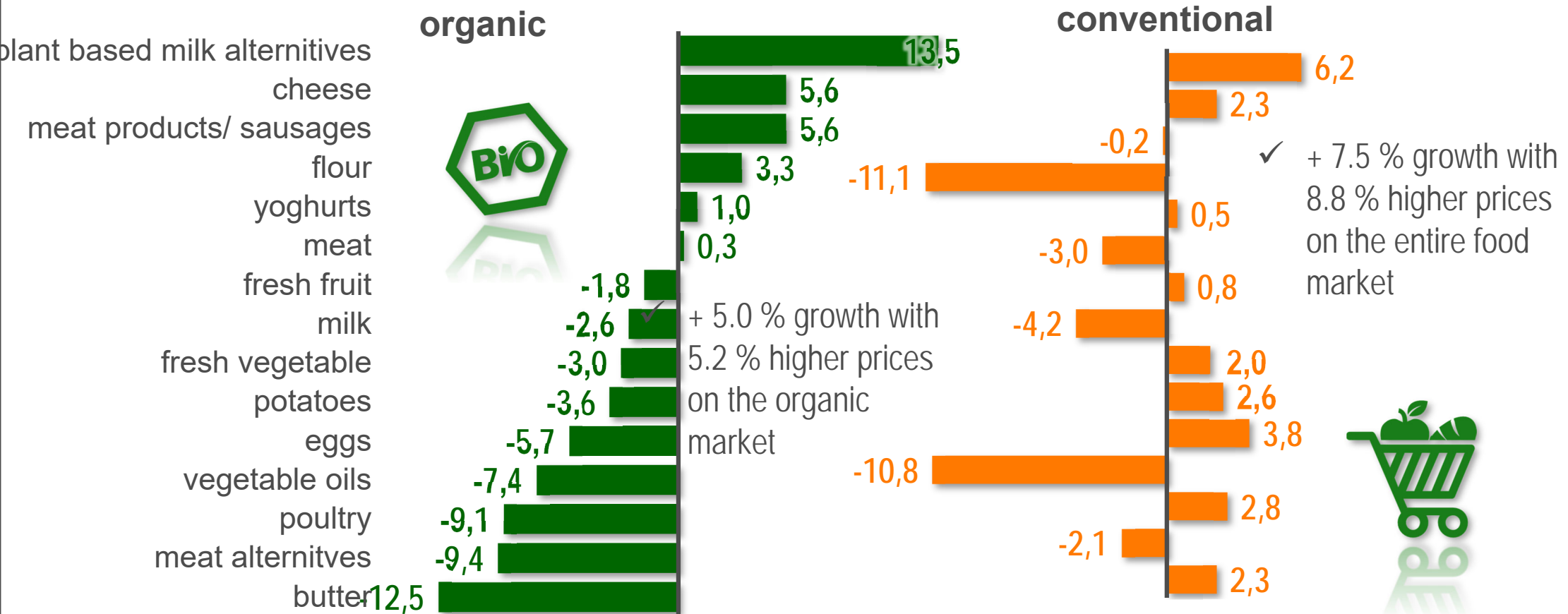
Self-assessment of financial situation, Share of all households in %, Germany in October



The organic market shows other ups and downs



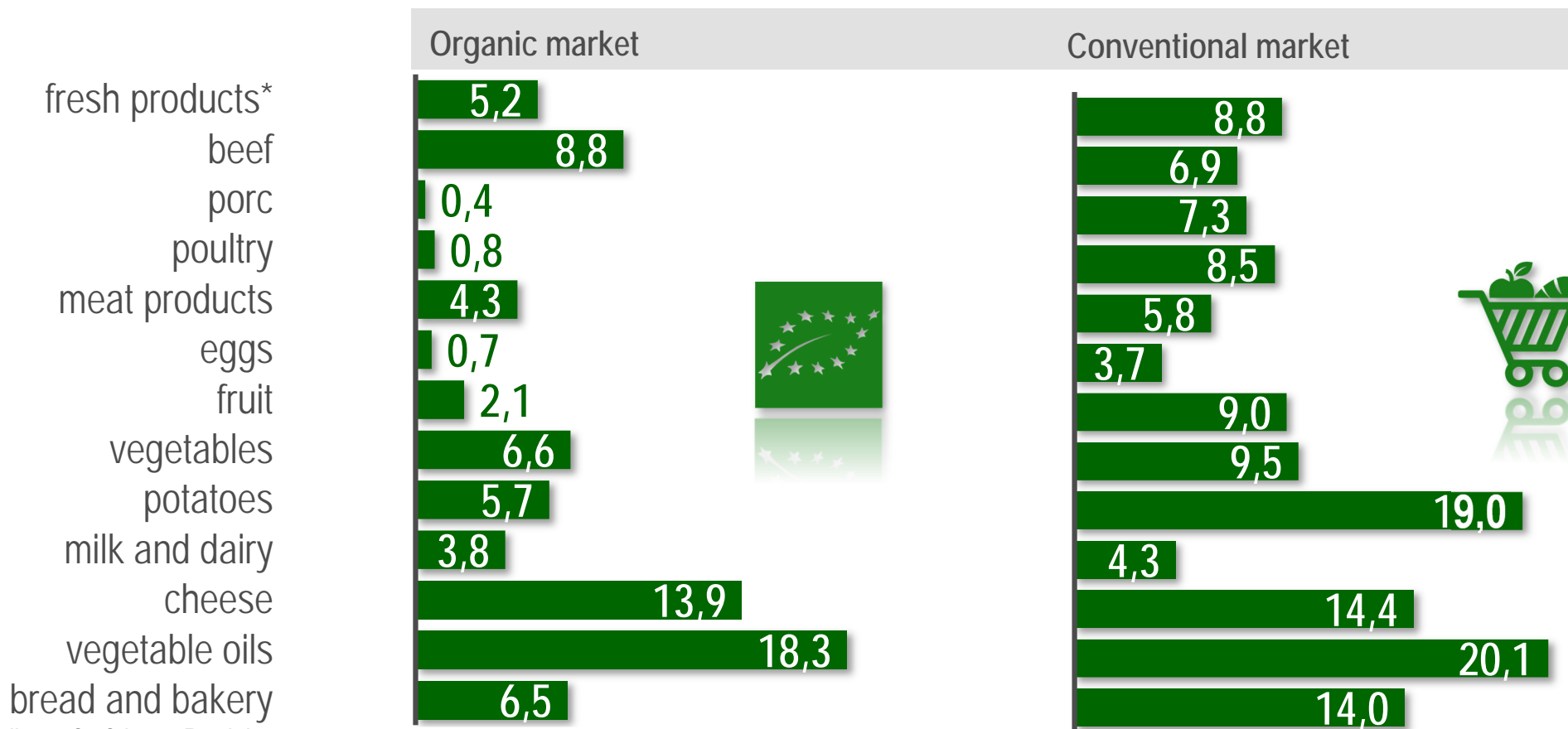
Sales volumes of private households in Germany, organic and conventional, 2023, growth rate compared to previous year in %



Consumer prices rise less for organic products



Rates of change in consumer prices for fresh food¹⁾, organic and conventional, in Germany, 2023 compared to 2022, in %

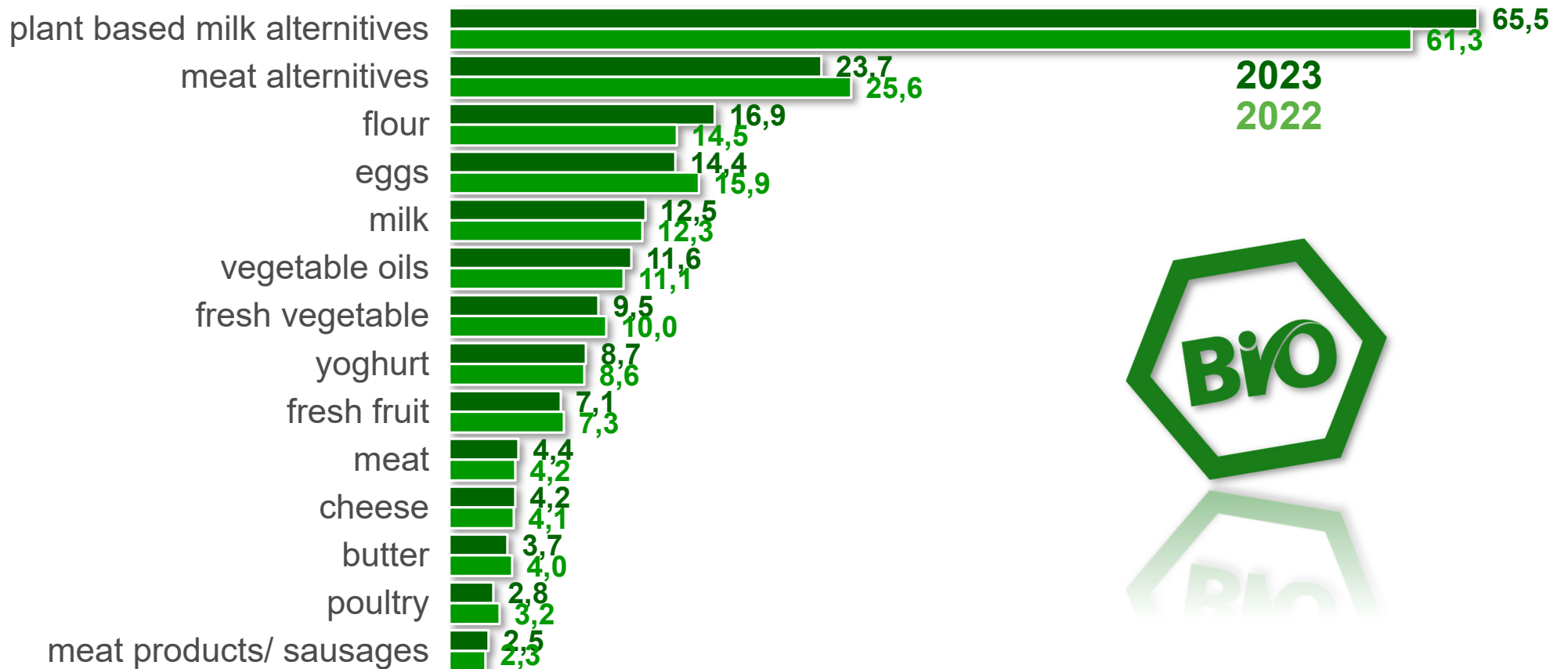


1) Summe aller aufgeführten Produkte.

Up and down with the organic shares



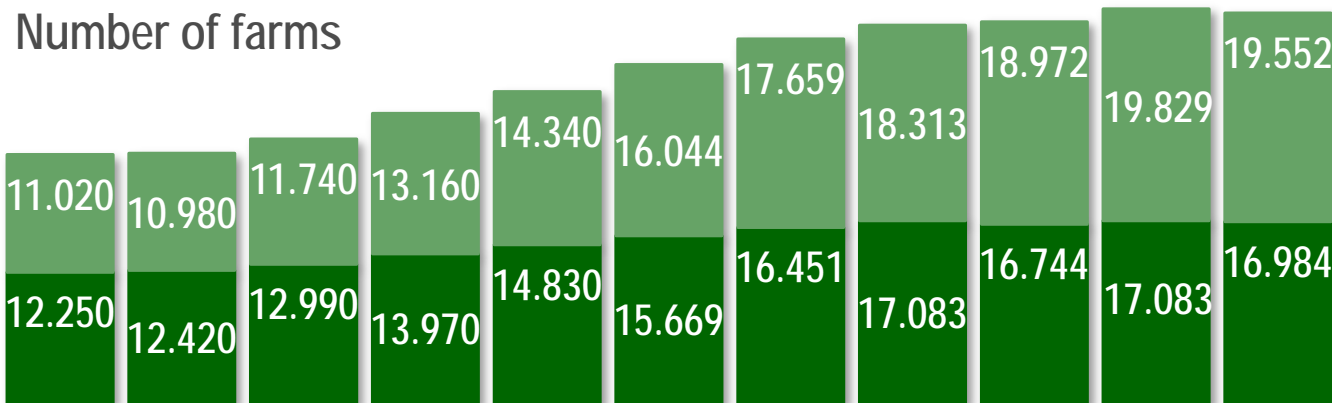
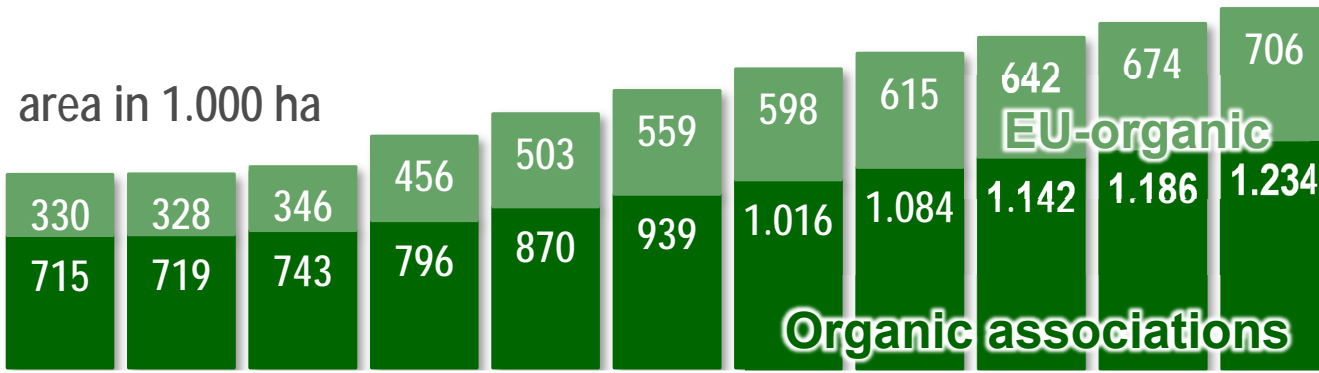
Organic shares in volumes, in Germany, in %



2023 more organic area, a little less farms



Organic area and organic farms, in Germany, EU organic and in organic associations, in 1.000 ha and number of farms



2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023

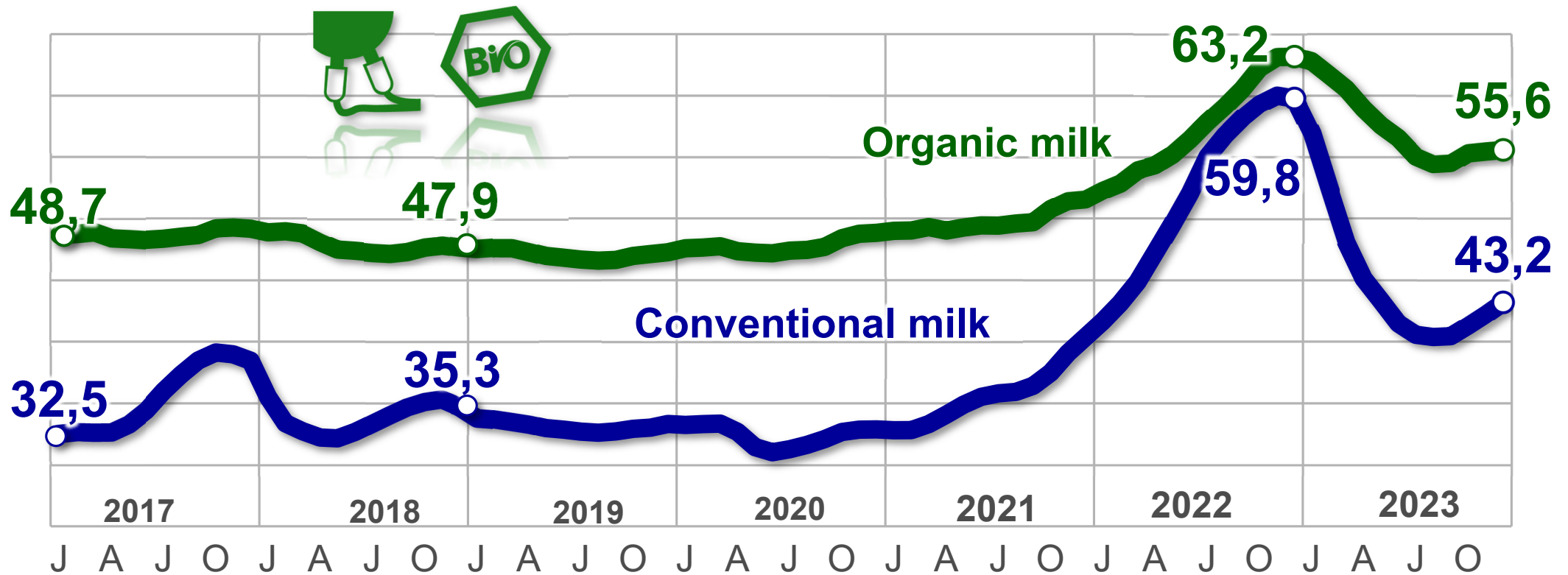
- ✓ 1.94 million ha organic area 2023
+ 80.460 ha, +3.4 %
- ✓ 11.8 % of the agricultural area
- ✓ 36 536 organic farms 2023
14,3 % of all farms
- 376 Betriebe, - 1 %
- ✓ 66 % of the area and
46 % of the farms are organised
in one of the organic associations



Producer prices rise slightly again



Farm-gate prices for cow's milk with 4.0 % fat and 3.4 % protein, ex farm, producer location, Germany, in Ct/kg, excluding VAT.

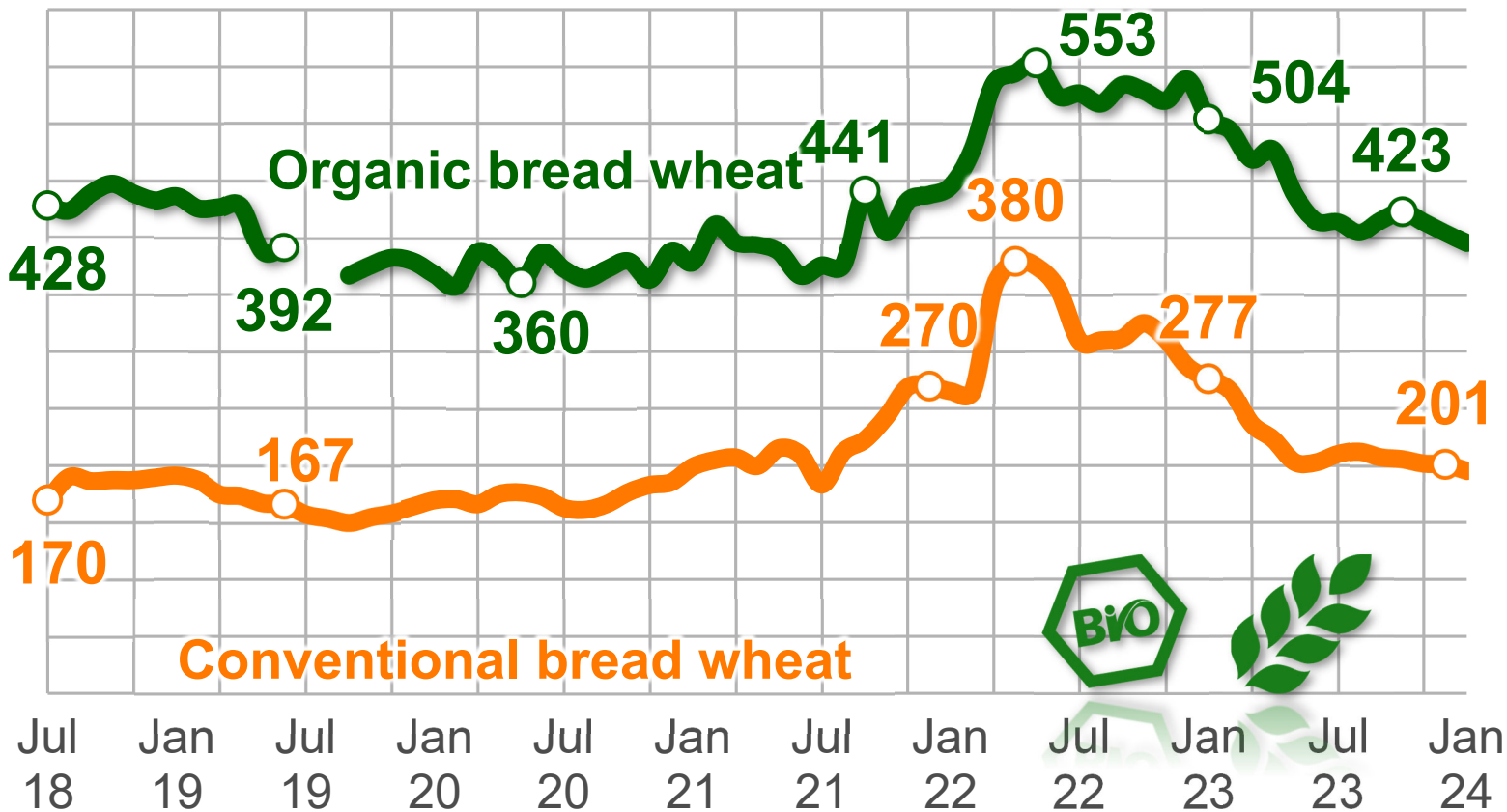


* December 2023: AMI estimate. Monthly values without additional payment.

Falling grain prices since the 2023 harvest



Producer prices for organic and conventional bread wheat in Germany, bulk goods, free processor/mill, in EUR/t, until January 2024



- Stable harvest volume in 2023: - 1.25 million tonnes
- Less spelt and oats
- More wheat, rye and barley
- Major quality problems
- Little food grain, lots of fodder
- Prices have fallen since spring 2023 due to large supply
- Winter crops 2024 often in poor condition

We are here for you – contact us

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