The Global Market for Organic Food & Drink: Market Trends & Outlook

Global sales of organic food & drink have surpassed USD 100 billion, however there are questions about future growth. What is the growth outlook for 2020 and subsequent years? What are obstacles to further growth? What regions and country markets are showing highest growth? What trends are impacting growth rates? What developments in competition and product marketing?

This 4th edition report focuses on trends & developments in the global market for organic food & drink. It has been prepared by continuously researching the organic food industry for two decades. Over 80 tables, charts and illustrations are given for market growth rates, competitive developments, marketing trends, distribution, consumer behaviour, etc.

Key Questions Answered

- What is the future outlook for the global organic products market?
- What growth is projected for the major regional markets?
- What factors are affecting market growth rates?
- What organic product categories comprise most sales?
- Who are the leading brands, distributors & retailers?
- What export openings are there in the geographic regions?
- What marketing & distribution trends are occurring?
- Why do consumers buy organic foods? How does consumer behaviour vary between leading regions and country markets?
- What developments are on the horizon for organic standards & related labelling schemes?
- What are the business opportunities for new entrants and existing participants?

Research Highlights

North America and Europe generate most revenues in the global market for organic food & drink. Although demand is concentrated in the ‘western world’, the revenue share is in decline. A number of countries with a strong tradition of exporting organic crops are now developing strong internal markets; these countries include China, India, and Brazil.

Rising consumer awareness of organic products and widening availability are two major drivers of global growth. Distribution of organic foods is increasing in supermarkets, discounters, drugstores, pharmacies, and the catering & foodservice sector. Organic ingredients are being used in a growing number of catering & foodservice establishments.

Retailer private labels are wielding greater influence in the organic food industry. All leading food retailers in North America and Europe are marketing organic foods under private labels. Coop Switzerland is most successful with its Naturaplan brand; housing 2,500 products. It is one of a growing number of retailer private labels that generate over USD 1 billion sales.

ecovia INTELLIGENCE

GEOGRAPHICAL COVERAGE

Europe

North America

Latin America

Australasia

Asia

Other Regions

8 Key Reasons to Buy This Report

> Identify growth openings in the global organic products markets
> Assess future direction of the organic food & drink market
> Formulate business plans and marketing strategies
> Benchmark leading operators in the organic food industry
> Get a deeper understanding of buyer behaviour towards organic foods
> Identify future trends involving distribution, consumers, labels, etc.
> Develop export plans and market entry strategies
> Make investment decisions based on future growth projections

Company Profiles

Over 100 leading brands, distributors and retailers are profiled, including…

Alpro	Amy’s Kitchen	Carrefour
Coop Switzerland	Danone	Dennree
EOSTA	EkoPlaza	General Mills
Hain Celestial	Holland & Barrett	Organic Valley
PCC Natural Market	Royal Wessanen	SunOpta
Tesco	Unilever	Others

About the Publisher

Ecovia Intelligence (formerly Organic Monitor) has been continuously tracking the global organic products market since its formation in 2001. This is the 4th edition report on the global organic food & drink market.

Ecovia Intelligence
20B The Mall, London W5 2PJ, UK
Tel: (44) 20 8567 0788 Email: services@ecoviaint.com
www.ecoviaint.com

Special Pricing Scheme (valid until Dec 24th)

Full Global Market Report ~~EUR 999~~ EUR 849

(Price is for single-site license of report; 2% booking fee for credit card payment)

Name:

Company:

Address:

Town:

Country:

Zipcode:

Tel No:

Signature:

Payment Method: Invoice ☐ Credit Card ☐

Credit card type: Visa ☐ Mastercard ☐ AMEX ☐

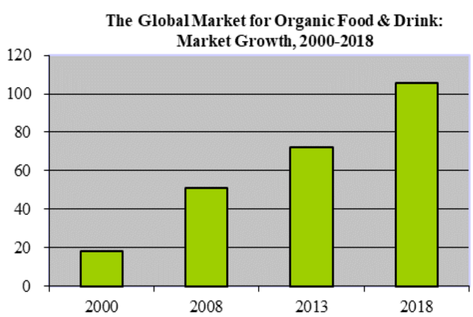
Card No:

Expiry Date: 3/4 digit code:

Cardholder Name:

Contents Overview

- Global market overview
- Revenue growth forecasts
- Regional market analysis
- Market drivers & restraints
- Standards & certification trends
- Competitive analysis
- Distributor & retailer analysis
- Product trends
- Consumer behaviour
- Purchasing triggers & trends
- Future outlook & projections
- Export openings



Please complete, scan and email to services@ecoviaint.com