

# Organic Monitor

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## Global Organic Food & Drink Market

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by

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(Europe, North America, Asia-Pacific)

[www.organicmonitor.com](http://www.organicmonitor.com)

Presented at: BioFach Congress 2012, Messezentrum Nürnberg, Germany, February 15, 2012

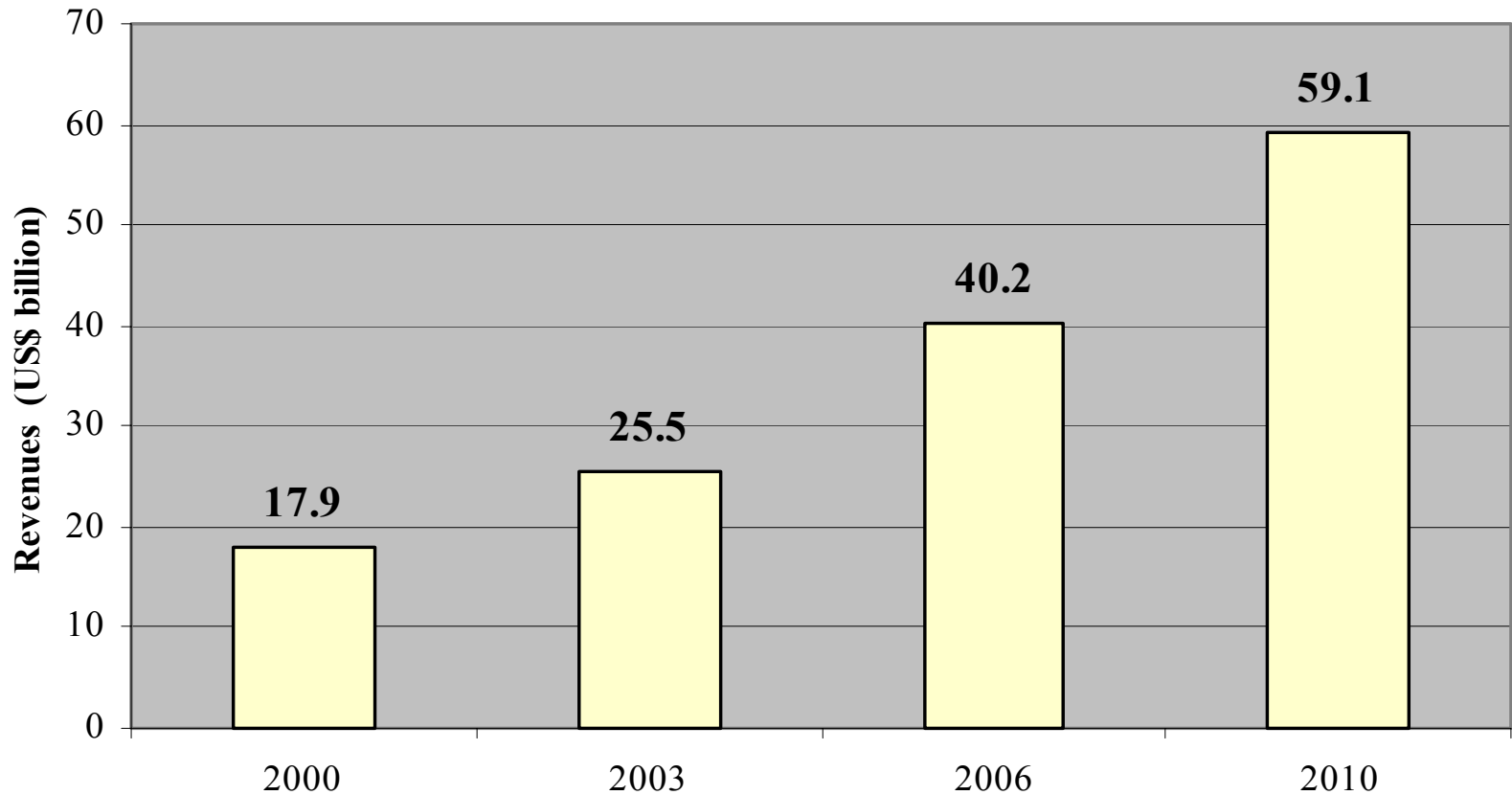
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# Global Market



- Market Size (2010) US \$59 billion
- Market Growth 8% (YOY)  
228% (2000)
- Leading Regions Europe  
North America
- Leading Markets USA, Germany  
France

# Market Growth Rates



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# Europe

Market Size

US \$28 billion

Market Share

2%

Largest Markets

Germany, France

Latest Developments

Slowing growth rates

# North America

Market Size

US \$29 billion

Market Share

3%

Largest Market

United States

Latest Developments

Healthy growth continuing

Prices rising

# Future Outlook

Global economy projected to expand by 3.3% in 2012

1. Europe – reducing market growth rates
2. North America – healthy market growth rates
3. Other Regions – ‘local markets’ for organic foods developing
4. Supply levels – growing imbalances with demand
5. Product prices - supply and demand
6. Competition – growing threat from eco-labels

# Proliferation in Food Eco-Labels

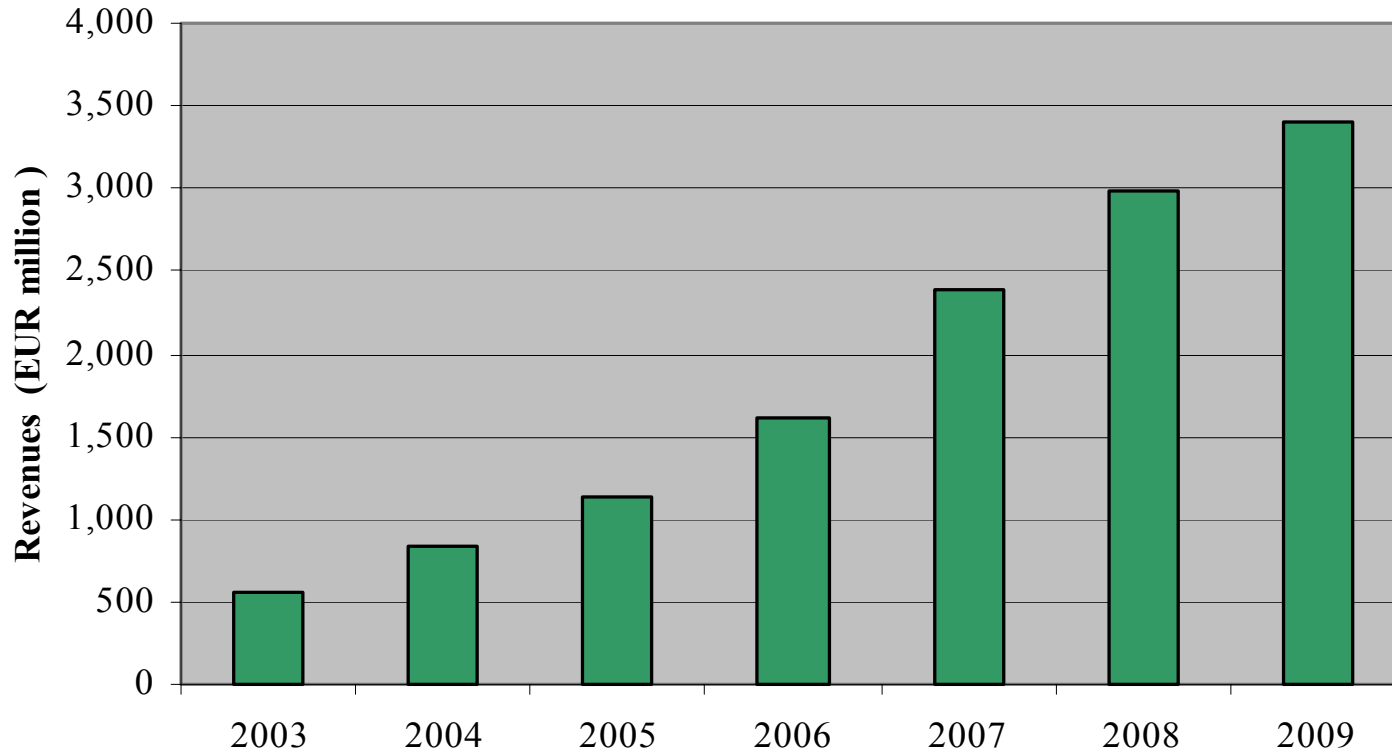


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# Market Growth Rates



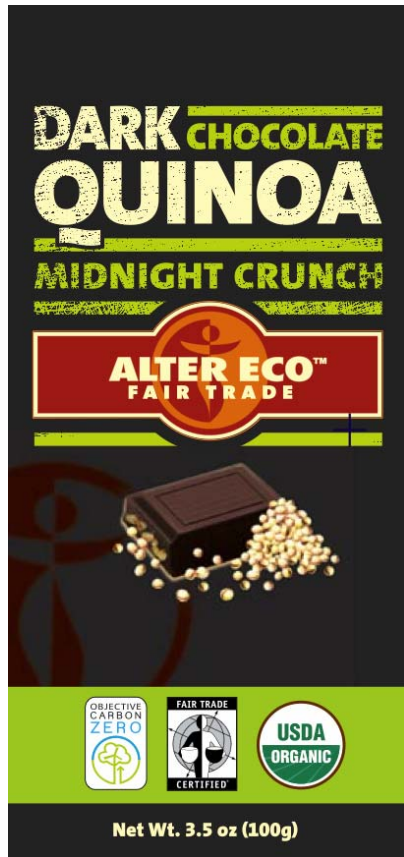
Source: Fairtrade Labelling Organisation

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# Multiple Eco-Labels



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# Mobile Technology



Our scientists have rated 7,857 Drinks products

GoodGuide scientifically rates the health, environmental, and social performance of products and companies.

## Top Rated



<b>8.7</b>	<b>Honest Tea - Just Black Tea</b>
10	Health
7.6	Environment
8.3	Society



<b>8.3</b>	<b>Frontier Bulk Assam Black Tea</b>
N/A	Health
7.9	Environment
8.8	Society



<b>8.2</b>	<b>Numi Jasmine Green Tea Monkey King</b>
N/A	Health
7.6	Environment
8.9	Society

## Bottom Rated



<b>2.6</b>	<b>Original Cheerwine Soft Drink</b>
1.4	Health
3.4	Environment
3.2	Society



<b>2.7</b>	<b>Thomas Kemper Root Beer</b>
1.4	Health
3.4	Environment
3.4	Society



<b>2.7</b>	<b>Refresco Goya Champagne Cola</b>
1.3	Health
3.4	Environment
3.5	Society

Q: Could mobile technology applications replace or complement existing eco-labels?

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## Thank You

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### More Information

- > Report: Global Market for Organic Food & Drink
- > Sustainable Foods Summit (Amsterdam, 7-8 June '12)
- > Newsletter: Sign up on [www.organicmonitor.com](http://www.organicmonitor.com)