

Global Organic Food Market: Trends & Innovations

by

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Business services

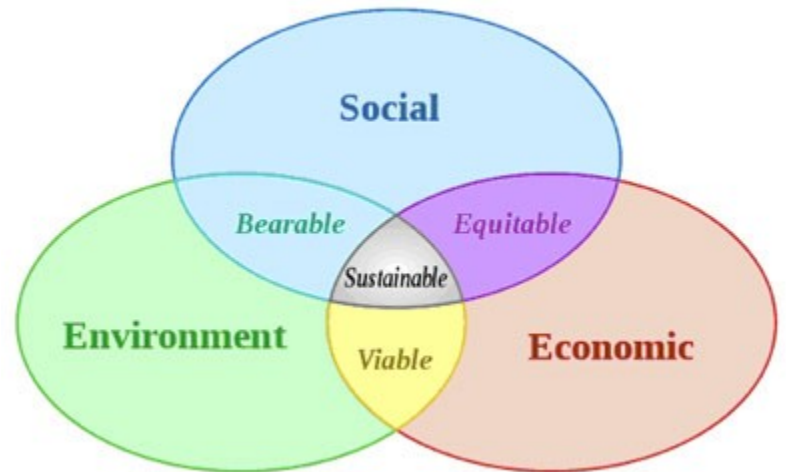
- i. Market & Technical Research
- ii. Business & Sustainability Consulting
- iii. Seminars, Workshops
- iv. Sustainability Summits
(Europe, North & Latin America, Asia-Pacific)

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Sustainable foods

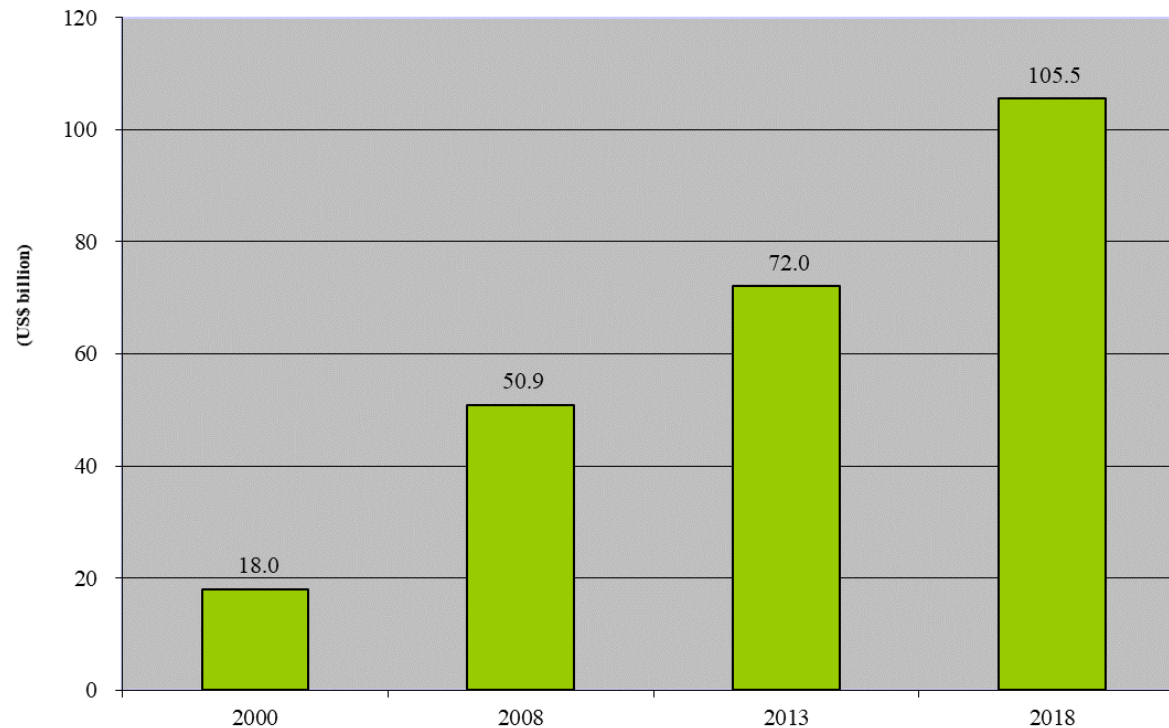
Our definition

Food products that have some sustainability attributes
(environmental, ethical, social, etc.)

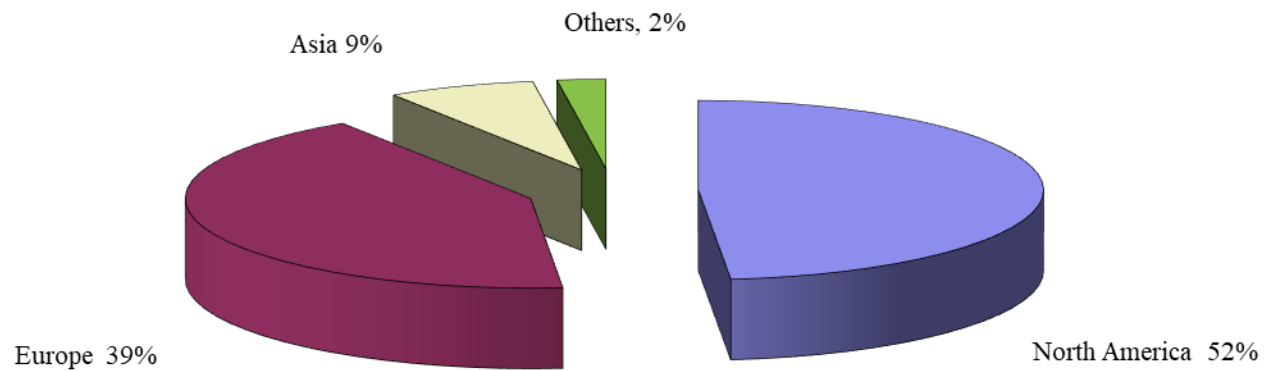


Organic foods

- Premier and dominant eco-label
- Largest in sustainable food industry



Geographical sales



Market size

USD 44.7 bn

Market growth

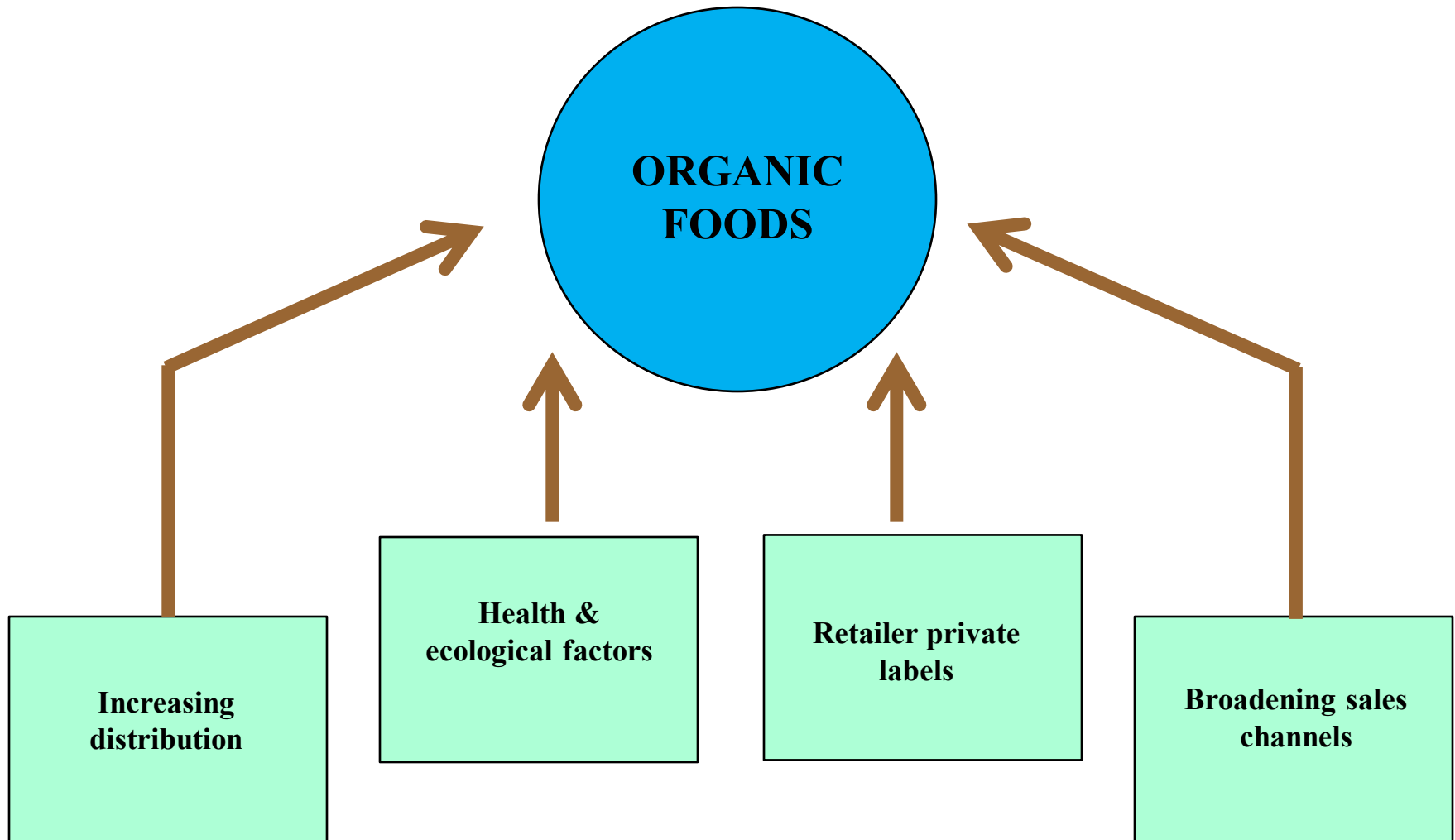
7%

Key Features

- Heterogeneous region
- Concentrated demand
- Rising production levels



Market drivers



Catering & foodservice



Rise of private labels





Retailing trends

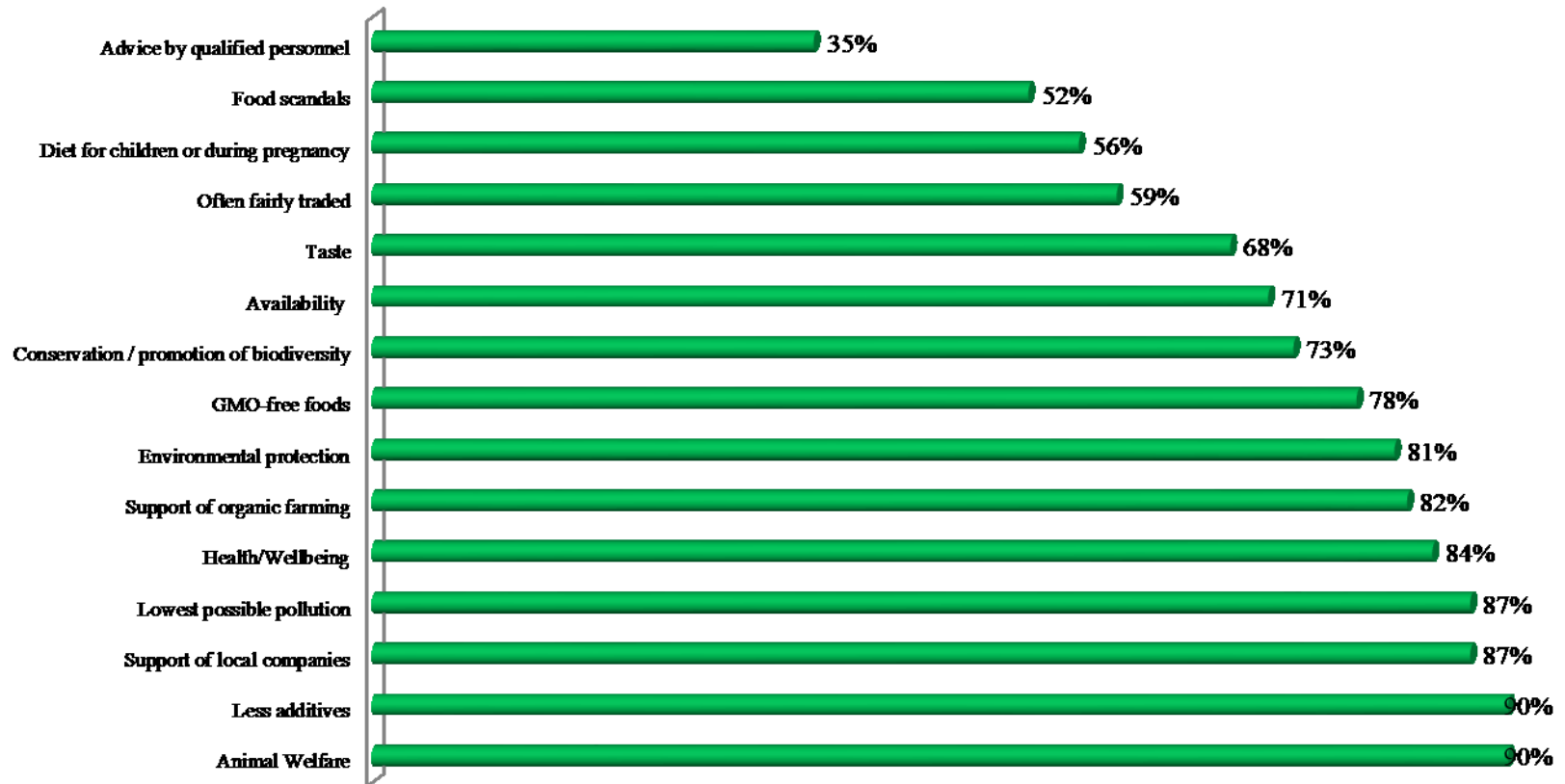


Q: How will they change organic food retailing?

Consumer motives

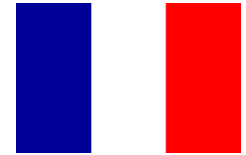


Reasons for Buying Organic Products

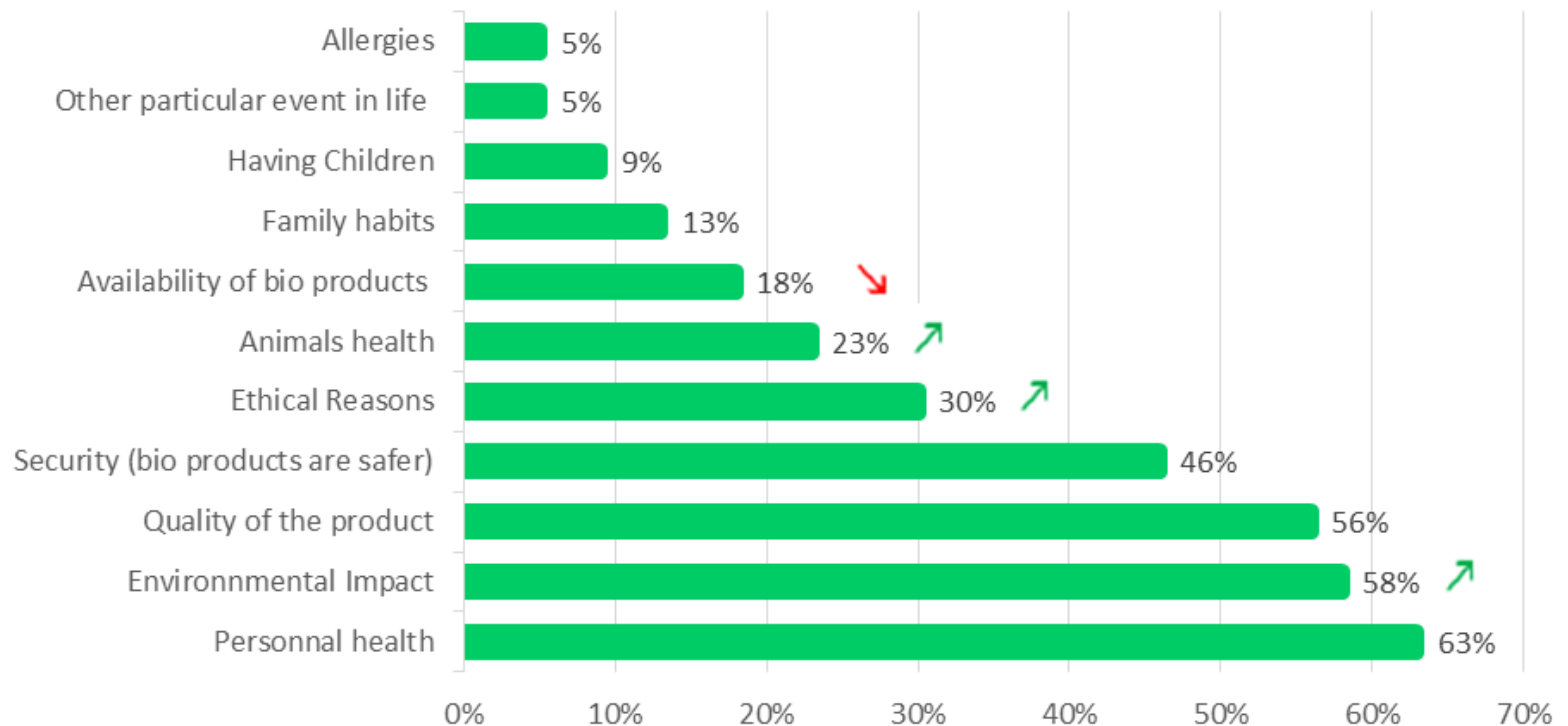


Source: Oekobarometer

Consumer motives



Why consumers buy organic products?



Source: Agence Bio

China's middle class turns to organics after food safety scares

In Beijing and Shanghai the number of specialist and boutique food shops selling organic food is growing, with many willing to pay a premium for good-quality, safe food



Jennifer Duggan

Thursday 14 May 2015 11.21 BST



i Organic food and imported products, considered a safer option than the traditional 'wet' markets, have risen in popularity in China. Photograph: Grainne Quinlan

Marketing



Q: What values should the organic brand represent?



SUSTAINABLE FOOD TRENDS

[illegible]

Southeast Asia

Beloved baby dugong 'Mariam' dies in Thailand with plastic-lined stomach

- Mariam washed up in shallow waters off southwestern Thailand months ago and photos of her nuzzling playfully next to rescuers quickly went viral
- She died just after midnight after going into shock from an infection exacerbated by bit of plastic in her stomach. Efforts to resuscitate her failed



Agence France-Presse
Published: 12:44pm, 17 Aug. 2019



Mariam the dugong being cared for by park officials in May. Photo: AFP

A sick baby dugong whose fight for recovery won hearts in Thailand and cast a spotlight on ocean conservation has died from an infection exacerbated by bits of plastic lining her stomach, officials said on Saturday.

Mariam washed up in shallow waters off southwestern Thailand months ago and photos of her nuzzling playfully next to rescuers quickly went viral.

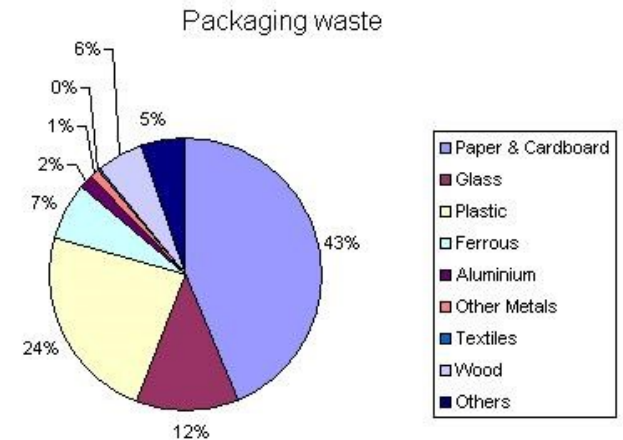


South China Morning Post

Source: South China Morning Post

Plastic packaging

- Growing consumer opposition to single-use plastics
- EU ban to be implemented in 2021

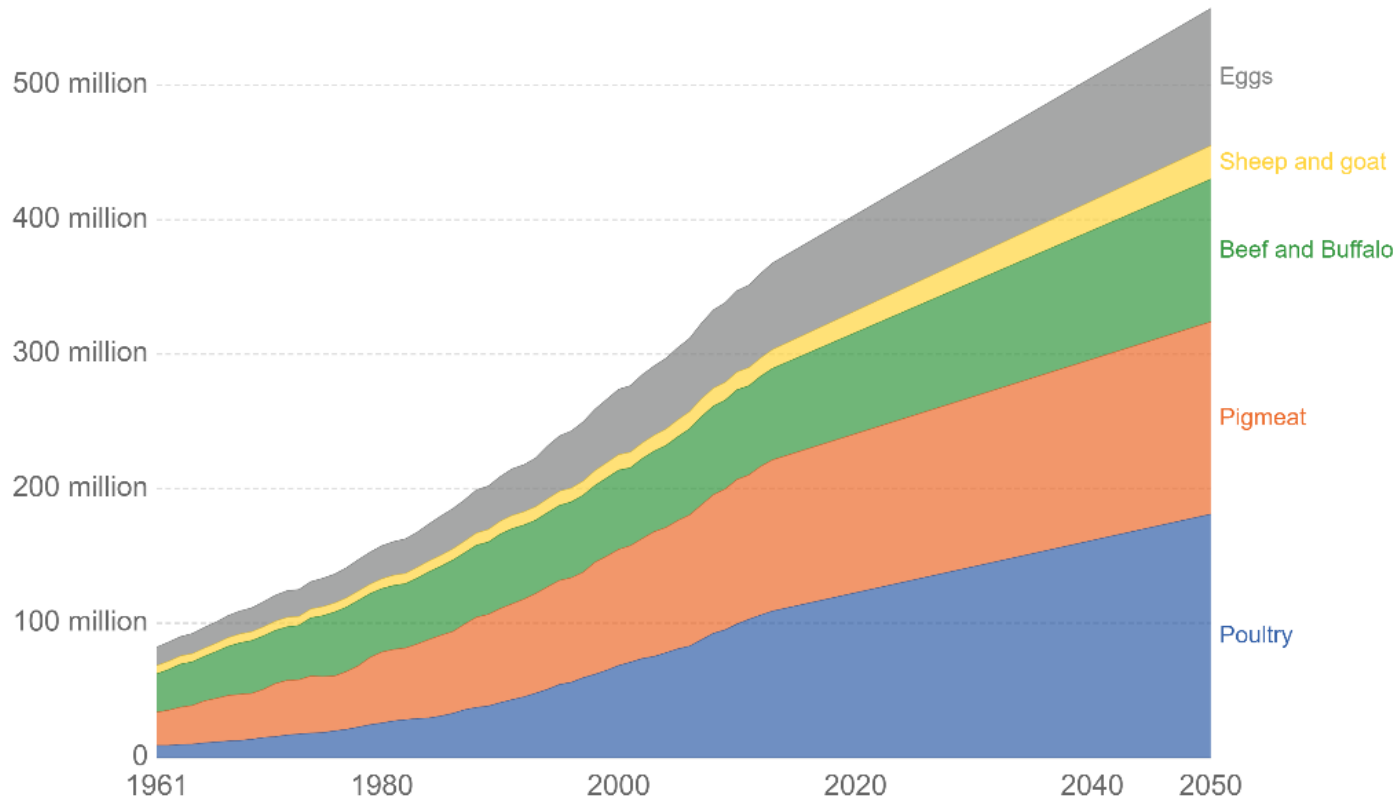


Proteins outlook

Global meat projections to 2050

Global meat production projections, as published by the UN Food and Agriculture Organization (FAO) based on future population projections and expected impacts of regional and national economic growth trends on meat consumption. Data from 1961-2013 is based on published FAO estimates; from 2013-2050 based on FAO projections.

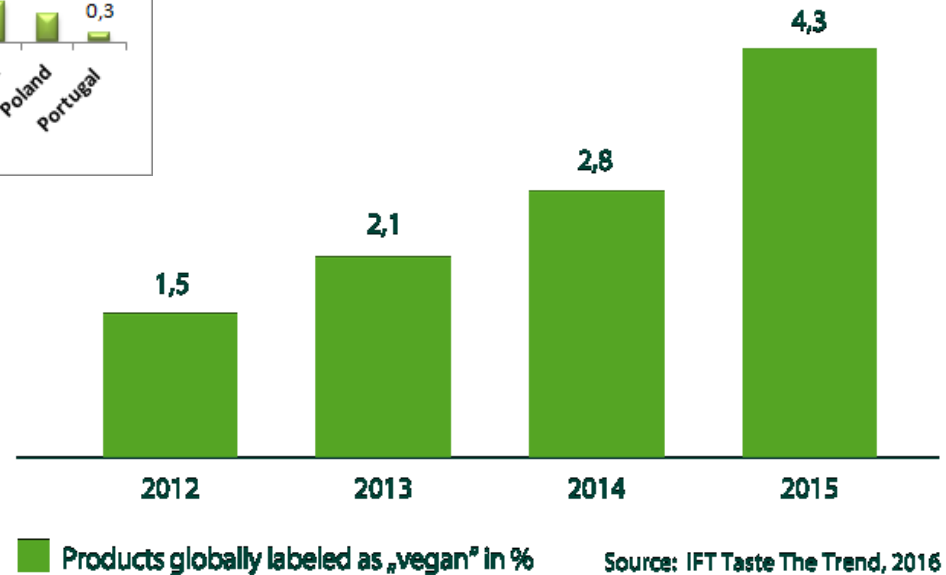
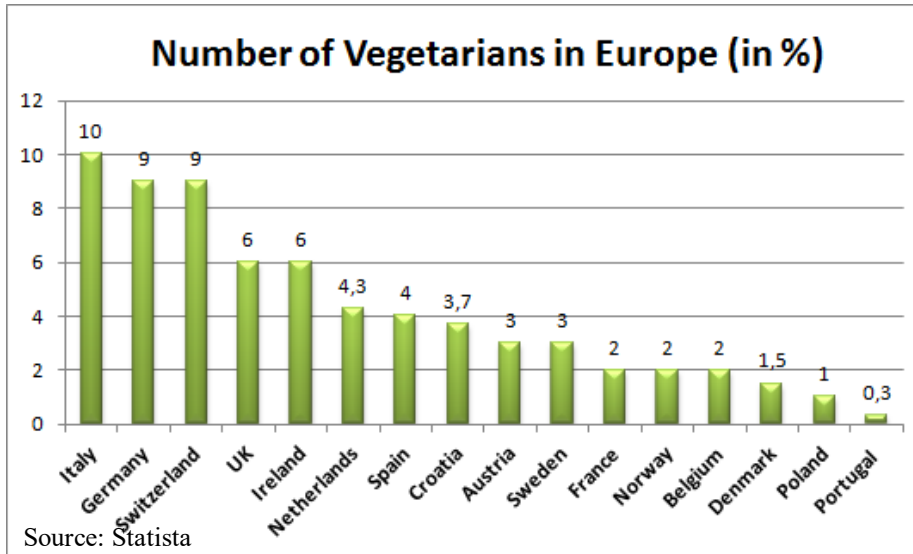
OurWorld
in Data



Source: UN Food and Agriculture Organization (FAO)

CC BY-SA

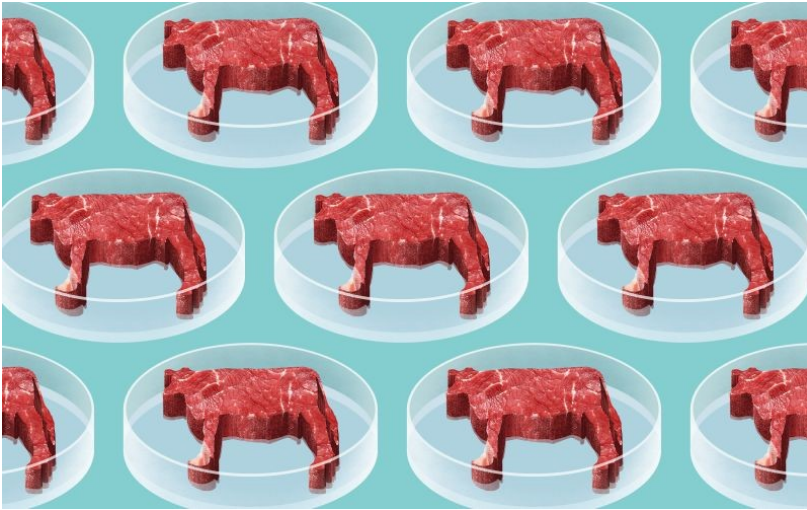
Vegetarians and Vegans



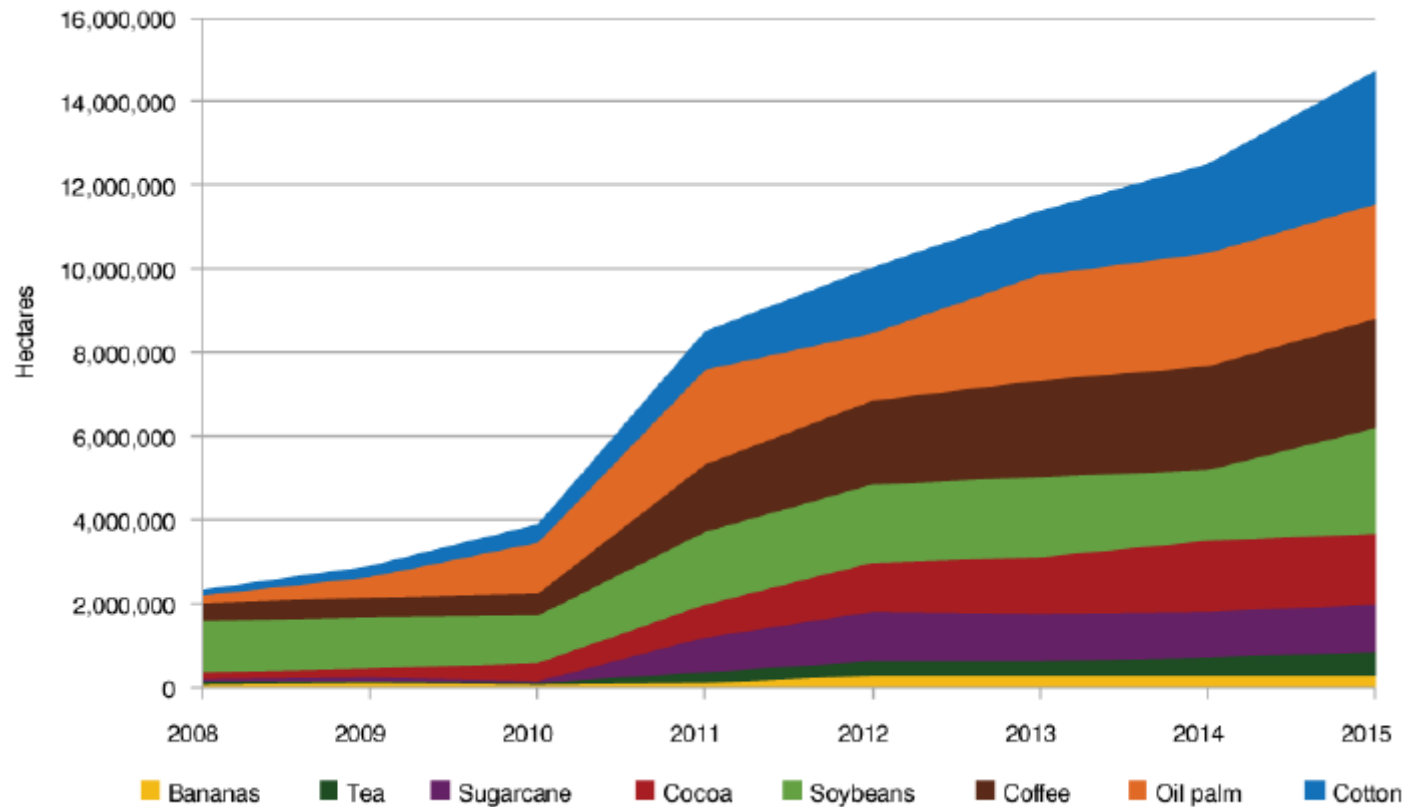
Plant-based foods



Alternative proteins



Sustainability schemes

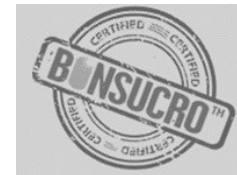


Source: The State of Sustainable Markets (ITC)

Sustainability schemes



Eco-label proliferation





INNOVATION CASE STUDIES

Organic + Fairtrade

Food & beverages with ecological and social impacts





**CLASSIC FAIR TRADE
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soilandmore.com



Ethical sourcing & Biodiversity



Ethical sourcing & Biodiversity

organic-market.info



Tritordeum: new cereal wins Sustainable Food Awards

12.06.2018 by Editor (comments: 0)



Verónica Guerra, the Communication and Marketing Manager of Agrasys who collected the prize together with Wiro Nillesen, Tritordeum Value Chain Manager in The Netherlands. Photo © Sustainable Foods Summit

Tritordeum is a new Mediterranean cereal with nutritional, agronomical and organoleptic benefits. It has won the first prize in the category Sustainable Ingredient in the Sustainable Food Awards 2018 by Ecovia Intelligence.

Green packaging



Green packaging



eosta
where ecology meets economy



Green packaging



Q: Should not the future of organic be plastic-free?





Thank You!

More Information:

Market research, analysis & consulting

www.ecovaint.com