

The organic markedshare

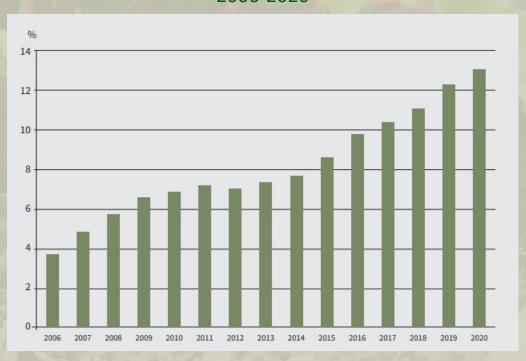
The danish consumers hold the current world record in organic consumption!

Prognosis organic sales:

Detail: 7 % yearly increase

Foodservice: 6 % yearly increase

Development: Organic marked share 2006-2020



Source: Danmarks Statistik



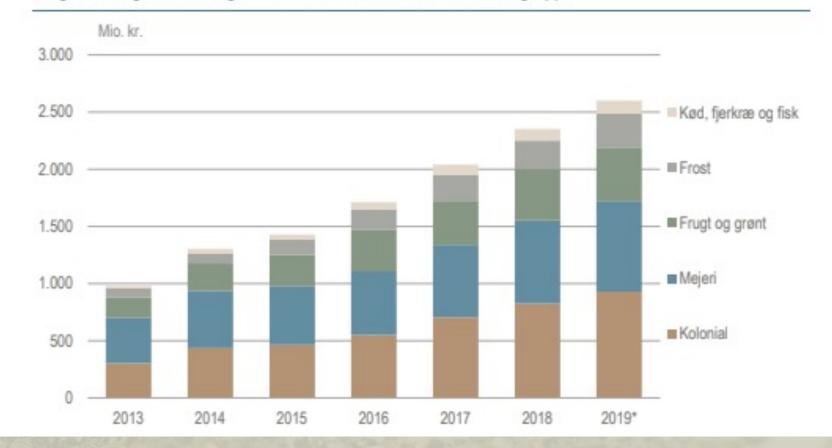
Before covid

Organic marked share of foodservice:

2019: 11,6%

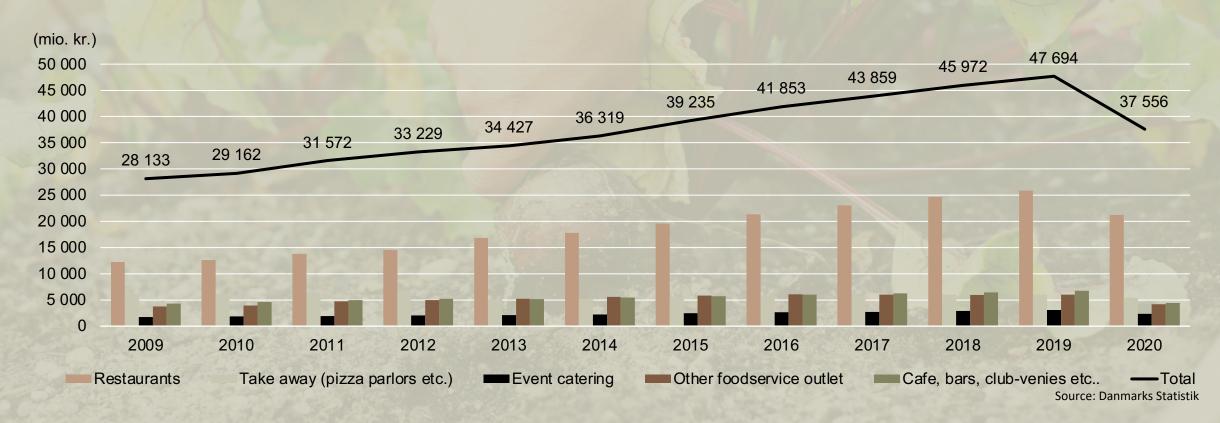
2018: 10,9%

Salg af økologiske føde- og drikkevarer til foodservice – efter varegrupper





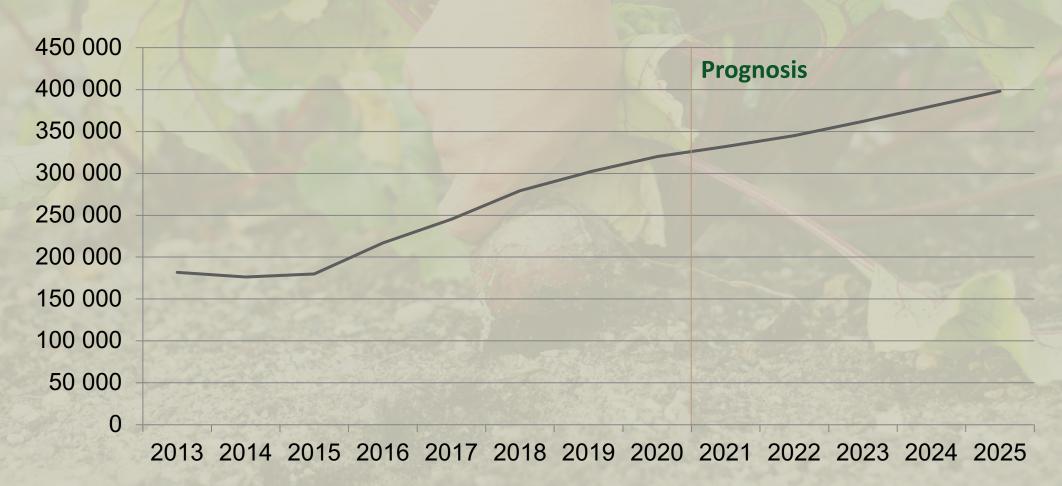
Danes are dining out





Organic farmland

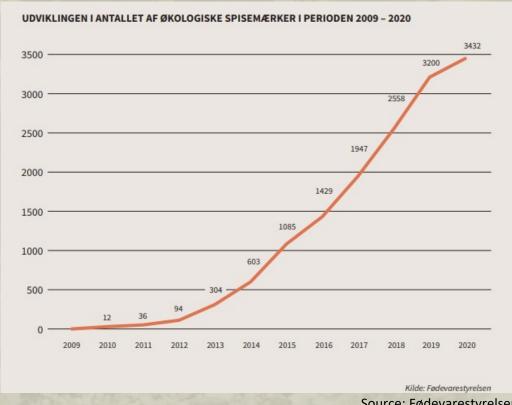
Substantial increase in organic farmland area





Organic certification - state regulated



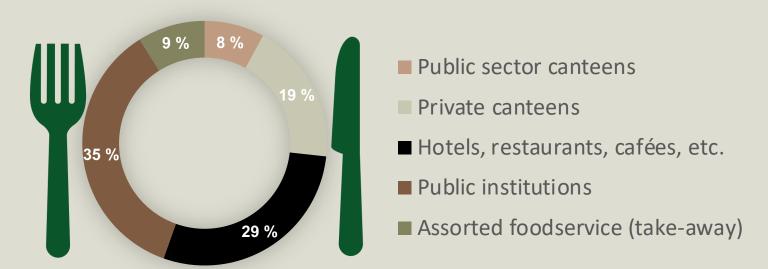


Source: Fødevarestyrelsen



The public sector: an organic frontrunner!

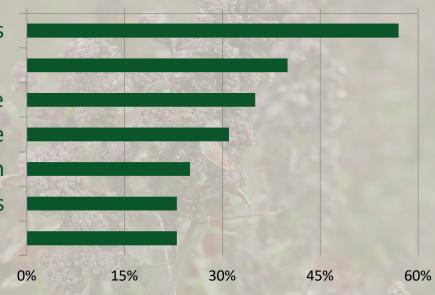
Share of organic produce usage in 2019



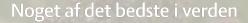


The Danes: "I buy organic because of..."

Fewer pesticides and insecticides
Environment and drinking water
Improved animal welfare
Better for the global climate
Health
Quality of the producs
Fewer additives



Source: Interviews and analyses, L&F 2019





What does the guests want?

Sustainable and/or organic produce

Climate friendly food options

Locality
Great taste
Low price
Fantastic lighting
Danish design furniture
Great restaurant location
Easy accessibility / convenience options

Noget af det bedste i verden



We asked 3 questions

What could you MOST imagine yourself doing?

and

LEAST imagine yourself doing?

How EASY or how HARD would it be to carry out this action/task in your everyday life?

How SIGNIFICANT or INSIGNICIFANT do you consider the action – in regard to sustainability and climate.



Reduce consumption of beef

Reduce purchase of new clothes

Increase consumption of organic foods

Increase consumption of FW

Purchase fewer plastic products

Reduce consumption of dairy

Shop locally

BBQ less

Increase the use public transport

Fly less (SD)

Reduce use of packaging

Reduce consumption of imported meats

Cut down on streaming

Use less paper

Avoid food waste /decrease amount of food wasted

Energy- renovate/optimize your house

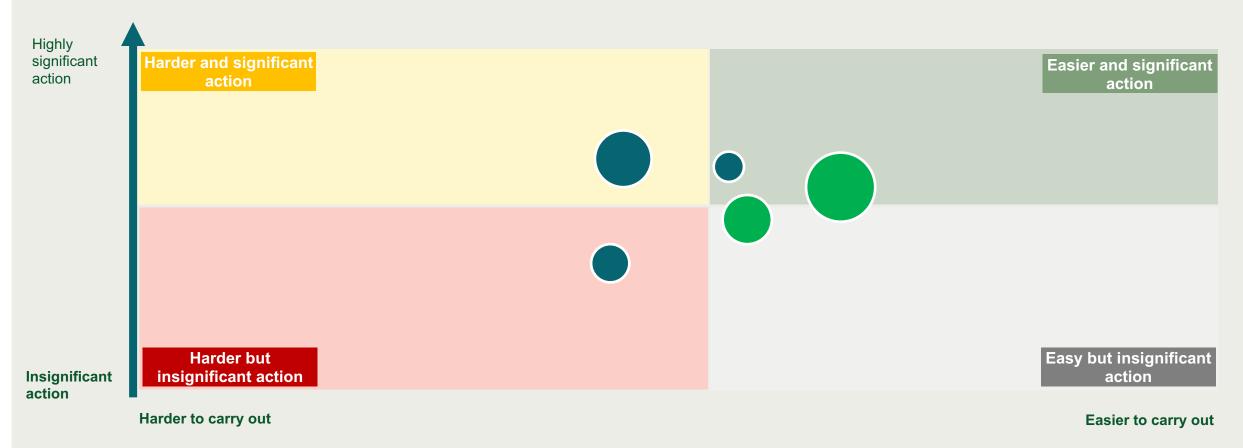
Reduce use of a fireplace

Use danish products

Drive less (car)

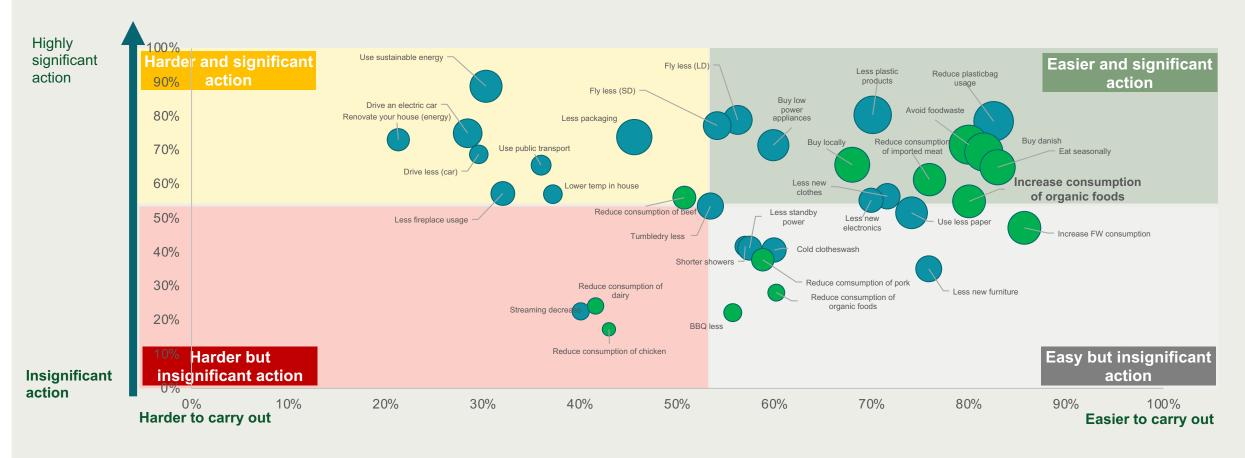


This choice "experiment" created a map with 3 dimensions





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Consumer segments

Segment 1 "Food w. meaning"

Segment 2
"Green-enthusiasts"

Segment 3 "Ready to invest"

Segment 4
Transport minimalists

Segment 5
"Meh – the less engaged"

Consumers found in "Segment 1" wants to live a natural life, and are drawn towards organic thinking. Rooted in nature. In regard to food consumption locality, organic produce and reducing food waste is very important to them.

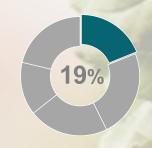
Consumers found in "Segment 2" are particular drawn towards reducing their consumption of meats, whilst consuming more vegetables. However, they are less willing to reduce their dependency on air travel or streaming.

Consumers found in "Segment 3" are ready to invest in clean energy for their houses, buy an electrical car etc. However, they are less willing to reduce their meat consumption and their dependency on air travel.

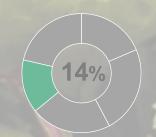
Consumers found in "Segment 4" are highly motivated and willing to reduce their dependency on air travel and choose alternative means of transportation.

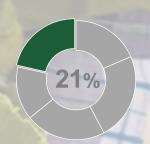
Consumers found in "Segment 5" are less willing to change behavior. Period. This segment have little interest in reducing their consumption specific products – but would be open to making small/ noninvasive changes to their habits. They are not, however, willing to reduce their meat consumption.













A perfect storm?

Public push / private push
Innovative farming communities
Guests/consumer preferences

Noget af det bedste i verden



