

Asia Pacific Organic Food and Beverages Industry Outlook to 2016 - Expanding Distribution Channel to Augment Growth

<https://marketpublishers.com/r/AF9EC0989D6EN.html>

Date: December 2012

Pages: 124

Price: US\$ 720.00 (Single User License)

ID: AF9EC0989D6EN

Abstracts

Executive summary

The organic food and beverages market in Asia-Pacific has surged in the recent years due to a marked increase in both consumption and production in the region. Though Asia has been slow in adopting the organic trend but in the last 2 -3 years' countries such as Singapore, Malaysia and Taiwan have witnessed tremendous growth rates due to the surging organic productivity in these countries. The demand for organic food and beverages in Asia has grown at a CAGR of 12.4% from the period 2006-2011.

The Asia-Pacific market for organic food and beverages is mainly held by Japan, Australia, China and India with Japan contributing the largest share of ~% to the revenue generated through the sales of organic food and beverages in the region followed by Australia with a share of ~% and China and India together accounting for ~% of the revenue in 2011.

The organic food and beverages market in Asia Pacific region has grown at a CAGR of 12.4 % from USD ~ million in 2006 to USD ~ million in 2011. During the year, the organic food and beverages market in China had witnessed a growth of 14.7% with revenue of USD ~ million in 2011 in comparison to USD 454.8 million in 2010. Organic vegetables have been the second largest segment of China's organic food and beverages market contributing ~% to the overall market in 2011. Overall, the outlook for the organic food and beverages industry in China seems to be positive. The current scenario in China is very encouraging and conducive to organic farmers. High-end supermarkets, such as HK Citysuper, Cityshop, Japan Global Plaza, Parksons, Nextage Department Store operating in some large cities while hypermarkets such as Carrefour,

Walmart, Metro, Jusco, Tesco, Lotus and Tops have organic stores in many major cities in China. These supermarkets dominate organic retail sales in China, accounting for over ~% of the China organic market.

The organic food and beverages market in Japan was valued at USD 1,280 million in 2011 which is approximately 1% of the total food market in the country. The partial selection and availability of organic products coupled with higher prices are considered to be the major obstacles to stronger growth of the organic market in Japan. Japan's organic food and beverages industry is mainly held by Fresh produce such as fruits and vegetables contributing ~% to the overall market in 2011.

The organic industry in Australia is continuing to mature with the average size of the organic farms increasing over the years. The organic fruits and vegetables have been the most established segments of the organic food industry in Australia. In 2009, the vegetable, herb and nursery production was valued at USD ~ million which has risen to USD ~ million in 2011 thus contributing ~% to the market. Australian market for organic food and beverages is majorly contributed by Parmalat Australia Pty Ltd. contributing nearly ~% to the market in 2011 followed by Goodman Fielder Ltd. with a share of ~% during the year.

The domestic consumption of organic food products in India is marginal and is mainly concentrated in the metropolitan cities in the country. Several NGOs are spearheading the organic movement in India as in other countries. The major organic crops produced in India include the cereals, pulses, vegetables, fruits, confectionery, snacks, bakery, non-dairy beverages, meat and baby foods. In 2011, cereals contributed the largest share of ~% to the overall revenue of organic food and beverages in India. Organic India, Navdanya, Morarka Organic Food Pvt. Ltd. are the leading players in India organic food and beverages market.

Key Topics Covered in the Report:

The market size of the Global Organic Food and Beverages Industry, 2006-2011.

The market size of the organic food and beverages market in the regions such as North America, Europe and Asia-Pacific, 2006-2011.

Market Size of Organic Food and Beverages in Japan, Australia, China and India, 2006-2011

Market segmentation of organic food and beverages market by Products in Japan, Australia, China and Japan, 2011

Market Share of Distribution Channels in Organic Food and Beverages Industry in Japan, China and India, 2011

Organic Agricultural Land Development, 2006-2011

Government Regulations in Organic Food and Beverages Industry in Japan, Australia, China and India

Competitive landscape of the major players of Organic Food and Beverages Industry in Australia, China and India ,2011

Future outlook and projections of the basis of revenue in the world and by countries: Japan, Australia, China and India, 2012-2016

Macroeconomics and industry factors including personal disposable income, urban population, consumer food price index and consumer expenditure on food and beverages.

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