

# **Global Organic Food and Beverages Industry Outlook to 2016 - Rising Health Awareness Anticipated to Escalate Demand**

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## **Abstracts**

### **Executive summary**

The report titled “Global Organic Food and Beverages Industry Outlook to 2016 –Rising Health Awareness Anticipated to Escalate Demand” provides a comprehensive analysis of market size of global organic food and beverages industry on the basis of region such as North America, Europe and Asia-Pacific, market segmentation by organic products such as organic fruits and vegetables, dairy products, breads and grains, snack foods and others. The report also entails the organic agricultural land development in countries such as the US, Germany, France, the UK and others. The report also provides competitive landscape of major producers and retailers operating in the organic food and beverages industry.

The future projections are included to provide an overview on the prospects and expected growth drivers in the global organic food and beverages industry

### **Global**

The global organic food and beverages has gained popularity across the globe over the past few years while moving from niche to the mainstream. The majors in international supermarkets such as Whole Foods Market, Tesco, Walmart are increasing the range of organic food product lines with an increasing focus on the introduction of private label organic products at lower prices to increase the accessibility for consumers. The demand for organic food and beverages in countries such as the US, Japan and Germany has been robust over the past 6 years, growing at significantly high growth rates.

The global organic food and beverages industry has showed a remarkable growth in the past five years, growing from USD ~ million in 2006 to USD ~ million in 2011. The market has registered a CAGR of 9.5% from 2006 to 2011. In 2011, North America and Europe contributed ~% and ~% respectively to the overall sales of organic food and beverages in the world. The contribution made by Asia-Pacific has inclined over the years from being ~% in 2006 to ~% in 2011 led by increasing environment and health awareness among the masses.

Over the next five years, the world organic food and beverages market is estimated to reach USD ~ million thus growing by 9.4% during the period 2012-2016. This will be due to further initiatives taken by the government in creating awareness among the masses and a subsequent increase in the organic production capacities globally.

## **North America**

The organic food and beverages industry in North America is one of the major industries in the region. Over the years, the organic food industry in the region has experienced range of activities on account of several measures laid by the US Department of Agriculture and other pesticide control agencies to restrict the use of synthetic pesticides in the crop fields and the organic food products.

The US veterinary organic food market is one of the predominant markets in the organic food and beverages industry in the region with a contribution of ~% of the market sales in the region in 2011. The contribution has declined over the years from ~% in 2006 to ~% in 2010. On the other hand, Canada has gradually emerged as a chief market for organic food and beverages in North America in the last few years. In 2011, the revenue of the organic food and beverages products in the country was USD ~ million.

Although, the market in North America has matured, the marketers are expected to witness opportunities in terms of the development in the organic agricultural land leading to increased activities in the organic farming in the US.

## **Europe**

The market for organic food and beverages in Europe is the largest worldwide accounting for almost half of the global sales of organically grown products. Organic products have been gradually inculcated in the supermarkets, hypermarkets, convenience stores and discount stores in Europe in the last two decades showcasing a strong presence across the entire region. Organic food expenses in the retail sector in

the region reached USD ~ million in 2011 of which ~% of the revenue is contributed by Germany, France, the UK and Italy. Germany is the largest market for organic food and beverages in the region accounting for ~% of the sales in 2011.

The organic food and beverages market in Germany has been majorly contributed by retailers including the supermarkets, discounters and various health retailers which together account for ~% of the market in 2011. In the UK, the production of organic foods has not kept pace with the demand, causing an influx of imports. The organic dairy products and the organic meat products are the major products relying on imports in the UK from Australia, Asia and Latin America.

The organic food and beverages industry in Europe is expected to grow at a CAGR of 7.5% from 2012-2016. It is anticipated that the organic food and beverages sector in Europe will face unique opportunities in next few years in terms of improved legislation on the organic products and increasing initiatives of the government to encourage the organic consumption by creating health and environmental awareness.

## **Asia-Pacific**

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 organic farmland in the region has also shown considerable increase over the years with the largest increase witnessed in China.

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.

China organic food and beverages market has been dominated by organic liquor which has been in huge demand in the country and has contributed nearly ~% to the overall revenue in 2011. Organic vegetables have been the second largest segment of China's organic food and beverages market contributing ~% to the overall market in 2011. The major organic crops produced in India include the cereals, pulses, vegetables, fruits together accounting for ~% of the market in 2011.

**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.

The market size of organic food and beverages in countries such as the US, Canada, Germany, France, the UK, Italy, Switzerland, Spain, Austria, India, China, Japan and Australia, 2006-2011.

Market segmentation of organic food and beverages markets in the US, Germany, France, Italy and the UK by product revenues, 2009-2011

Market Share of Distribution Channels in Organic Food and Beverages Industry.

Organic Agricultural Land Development

Trends and Development of the Global Organic Food and Beverages Industry.

Competitive landscape of the major players of Organic Food and Beverages Industry in the world, 2011

Competitive Landscape of major producers of organic food and beverages industry in the US, Germany, France, the UK, India, China and Australia.

Future outlook and projections of the basis of revenue in each country, 2012-2016.

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

## Contents

### **1. GLOBAL ORGANIC FOOD AND BEVERAGES INDUSTRY INTRODUCTION**

### **2. GLOBAL ORGANIC FOOD AND BEVERAGES MARKET SIZE BY REVENUE, 2006-2011**

### **3. GLOBAL ORGANIC FOOD AND BEVERAGES MARKET SEGMENTATION**

#### 3.1. By Geography, 2006-2011

### **4. GLOBAL ORGANIC AGRICULTURAL LAND DEVELOPMENT, 2006-2011**

### **5. GLOBAL ORGANIC FOOD AND BEVERAGES INDUSTRY: TRENDS AND DEVELOPMENTS**

### **6. COMPETITIVE LANDSCAPE OF GLOBAL ORGANIC FOOD AND BEVERAGES INDUSTRY**

Major Organic Food and Beverages Retailers in the World

### **7. GLOBAL ORGANIC FOOD AND BEVERAGES INDUSTRY FUTURE OUTLOOK AND PROJECTIONS, 2012-2016**

#### 7.1. By Geography, 2012-2016

#### 7.2. Cause and Effect Relationship between Industry Factors and Global Organic Food and Beverages Industry Prospects

### **8. NORTH AMERICA ORGANIC FOOD AND BEVERAGES INDUSTRY**

#### 8.1. North America Organic Food and Beverages Market Size, 2006-2011

#### 8.2. North America Organic Food and Beverages Market Segmentation

##### 8.2.1. By Geography, 2006-2011

##### 8.2.2. By Products, 2011

#### 8.3. North America Organic Agricultural Land, 2006-2011

#### 8.4. The US Organic Food and Beverages Introduction

##### 8.4.1. The US Organic Food and Beverages Market Size, 2006-2011

##### 8.4.2. The US Organic Food and Beverages Market Segmentation, 2009-2011

##### 8.4.3. Organic Provisions in 2002 Farm Bill

- 8.4.4. The US Organic Agricultural Land Development, 2006-2011
- 8.4.5. Government Regulations in the US Organic Food and Beverages Industry
  - Approval of Organic Food Production Act, 1990
  - USDA Regulation activity: Controversy Related to Access to Pasture
- 8.4.6. Market Share of Distribution Channels in the US Organic Food and Beverages Industry, 2008 & 2011
- 8.4.7. Competitive Landscape of the US Organic Food and Beverages Industry
- 8.4.8. Macro Economic and Industry Factors of the US Organic Food and Beverages Industry
  - 8.4.8.1. Personal Disposable Income, 2006-2016
  - 8.4.8.2. Urban Population, 2006-2016
  - 8.4.8.3. Consumer Food Price Index, 2006-2016
  - 8.4.8.4. Consumption Expenditure on Food and Beverages, 2006-2016
- 8.5. Canada Organic Food and Beverages Market Introduction
  - 8.5.1. Canada Organic Food and Beverages Market Size, 2006-2011
  - 8.5.2. Canada Organic Food and Beverages Industry Trends and Developments
    - Organic Farming Policy
    - Canada-EU Organic Equivalency Agreement
  - 8.5.3. Canada Organic Agricultural Land, 2006-2011
  - 8.5.4. Government Regulations in Canada Organic Food and Beverages Industry
  - 8.5.5. Macro Economic and Industry Factors of the Canada Organic Food and Beverages Industry
    - 8.5.5.1. Personal Disposable Income, 2006-2016
    - 8.5.5.2. Urban Population, 2006-2016
    - 8.5.5.3. Consumer Food Price Index, 2006-2016
- 8.6. Major Players in North America Organic Food and Beverages Industry Company Profiles
  - 8.6.1. Wal-Mart Stores Inc.
    - 8.6.1.1. Company Overview
  - 8.6.2. Whole Foods Market
    - 8.6.2.1. Company Overview
    - 8.6.2.2. Business Strategy
      - Strong Identical Stores Growth
      - Opening New Stores
  - 8.6.3. The Kroger Company
    - 8.6.3.1. Company Overview
  - 8.6.4. Safeway
    - 8.6.4.1. Company Overview
    - 8.6.4.2. Business Strategy

Building Strong Health and Wellness Portfolio

Developing Simple Nutrition Tool

8.6.5. The Hain Celestial Group

8.6.5.1. Company Overview

8.7. North America Organic Food and Beverages Market Future Outlook and Projections, 2012-2016

8.7.1. By Geography, 2012-2016

8.7.2. Cause and Effect Relationship Between Industry Factors and North America Organic Food and Beverages industry Prospects

8.7.2.1. The US Organic Food and Beverages Future Outlook and Projections, 2012-2016

8.7.2.2. Canada Organic Food and Beverages Future Outlook and Projections, 2012-2016

## **9. EUROPE ORGANIC FOOD AND BEVERAGES INDUSTRY**

9.1. Europe Organic Food and Beverages Market Size, 2006-2011

9.2. Europe Organic Food and Beverages Market Segmentation

9.2.1. By Geography, 2006-2011

9.3. Europe Organic Agricultural Land Development, 2006-2011

9.4. Government Regulations in Europe Organic Food and Beverages Industry

9.5. Germany Organic Food and Beverages Market Introduction

9.5.1. Germany Organic Food and Beverages Market Size, 2006-2011

9.5.2. Germany Organic Food and Beverages Market Segmentation

9.5.2.1. By Products, 2009-2011

9.5.3. Germany Organic Agricultural Land Development, 2006-2011

9.5.4. Government Regulations in Germany Organic Food and Beverages Industry

9.5.5. Market Share of Distribution Channels in Germany Organic Food and Beverages Industry

9.5.6. Competitive Landscape of Germany Organic Food and Beverages Industry

9.5.7. Macro Economic Factors of Germany Organic Food and Beverages Industry

9.5.7.1. Urban Population, 2006-2016

9.5.7.2. Consumer Food Price Index, 2006-2016

9.5.7.3. Consumption Expenditure on Food and Beverages, 2006-2016

9.5.8. Germany Organic Food and Beverages Market Future Outlook and Projections, 2012-2016

9.6. France Organic Food and Beverages Market Introduction

9.6.1. France Organic Food and Beverages Market Size, 2006-2011

9.6.2. France Organic Food and Beverages Market Segmentation

- 9.6.2.1. By Products, 2009-2011
- 9.6.3. France Organic Agricultural Land Development, 2006-2011
- 9.6.4. Market Share of Distribution Channels in France Organic Food and Beverages Industry, 2010-2011
- 9.6.5. Government Regulations in France Organic Food and Beverages Industry
- 9.6.6. Competitive Landscape of France Organic Food and Beverages Industry
- 9.6.7. Macro Economic and Industry Factors of France Organic Food and Beverages Industry
  - 9.6.7.1. Urban Population, 2006-2016
  - 9.6.7.2. Consumer Food Price Index, 2006-2016
  - 9.6.7.3. Consumption Expenditure on Food and Beverages, 2006-2016
- 9.6.8. France Organic Food and Beverages Market Future Outlook and Projections, 2012-2016
- 9.7. The UK Organic Food and Beverages Market Introduction
  - 9.7.1. The UK Organic Food and Beverages Market Size, 2006-2011
  - 9.7.2. The UK Organic Food and Beverages Market Segmentation
    - 9.7.2.1. By Products, 2009-2011
  - 9.7.3. The UK Organic Agricultural Land Development, 2006-2011
  - 9.7.4. Government Regulations in the UK Organic Food and Beverages Industry
  - 9.7.5. Market Share of Distribution Channels in the UK Organic Food and Beverages Industry, 2008-2010
  - 9.7.6. Competitive Landscape of the UK Organic Food and Beverages Industry
  - 9.7.7. Macro Economy and Industry Factors of the UK Organic Food and Beverages Industry
    - 9.7.7.1. Urban Population, 2006-2016
    - 9.7.7.2. Consumer Food Price Index, 2006-2016
    - 9.7.7.3. Consumption Expenditure on Food and Beverages, 2006-2016
  - 9.7.8. The UK Organic Food and Beverages Market Future Outlook and Projections, 2012-2016
- 9.8. Italy Organic Food and Beverages Market Introduction
  - 9.8.1. Italy Organic Food and Beverages Market Size, 2006-2011
  - 9.8.2. Italy Organic Food and Beverages Market Segmentation
    - 9.8.2.1. By Products, 2009-2011
  - 9.8.3. Italy Organic Agricultural Land Development, 2006-2011
  - 9.8.4. Government Regulations in Italy Organic Food and Beverages Industry
  - 9.8.5. Market Share of Distribution Channels in Italy Organic Food and Beverages Industry
  - 9.8.6. Macro Economic and Industry Factors of Italy Organic Food and Beverages Industry

- 9.8.6.1. Urban Population, 2006-2016
- 9.8.6.2. Consumption Expenditure on Food and Beverages, 2006-2016
- 9.8.7. Italy Organic Food and Beverages Market Future Outlook and Projections, 2012-2016
- 9.9. Switzerland Organic Food and Beverages Market Introduction
  - 9.9.1. Switzerland Organic Food and Beverages Market Size, 2006-2011
  - 9.9.2. Switzerland Organic Food and Beverages Market Segmentation, 2009 & 2011
    - 9.9.2.1. By Products, 2009 & 2011
  - 9.9.3. Switzerland Organic Agricultural Land Development, 2006-2011
  - 9.9.4. Market Share of Distribution Channels in Organic Food and Beverages Industry
  - 9.9.5. Macro Economic Factors of Switzerland Organic Food and Beverages Industry
    - 9.9.5.1. Urban Population, 2006-2016
    - 9.9.5.2. Consumer Expenditure on Food and Beverages, 2006-2016
  - 9.9.6. Switzerland Organic Food and Beverages Market Future Outlook and Projections, 2012-2016
- 9.10. Spain Organic Food and Beverages Market Introduction
  - 9.10.1. Spain Organic Food and Beverages Market Size, 2006-2011
  - 9.10.2. Spain Organic Food and Beverages Market Segmentation
    - 9.10.2.1. By Products, 2008-2011
  - 9.10.3. Market Share of Distribution Channels in Spain Organic Food and Beverages Industry
  - 9.10.4. Macro Economic and Industry Factors of Spain Organic Food and Beverages Industry
    - 9.10.4.1. Urban Population, 2006-2016
    - 9.10.4.2. Consumer Food Price Index, 2006-2016
  - 9.10.5. Spain Organic Food and Beverages Market Future Outlook and Projections, 2012-2016
- 9.11. Austria Organic Food and Beverages Market Introduction
  - 9.11.1. Austria Organic Food and Beverages Market Size, 2006-2011
  - 9.11.2. Austria Organic Food and Beverages Market Segmentation, 2009 & 2011
  - 9.11.3. Austria Organic Agricultural Land Development, 2006-2011
  - 9.11.4. Government Regulations in Austria Organic Food and Beverages Industry
  - 9.11.5. Market Share of Distribution Channels in Austria Organic Food and Beverages Industry
  - 9.11.6. Macro Economic and Industry Factors of Austria Organic food and Beverages Industry
    - 9.11.6.1. Urban Population, 2006-2016
    - 9.11.6.2. Consumption Expenditure on Food and Beverages, 2006-2016
  - 9.11.7. Austria Organic Food and Beverages Market Future Outlook and Projections,

2012-2016

9.12. Europe Organic Food and Beverages Industry Future Outlook and Future Projections, 2012-2016

9.12.1. By Geography, 2012-2016

## **10. ASIA-PACIFIC ORGANIC FOOD AND BEVERAGES INDUSTRY**

10.1. Asia-Pacific Organic Food and Beverages Market Size, 2006-2011

10.2. Asia-Pacific Organic Food and Beverages Market Segmentation

10.2.1. By Geography, 2006-2011

10.3. Japan Organic Food and Beverages Market Introduction

10.3.1. Japan Organic Food and Beverages Market Size, 2006-2011

10.3.2. Japan Organic Food and Beverages Market Segmentation, 2011

10.3.2.1. By Products, 2011

10.3.3. Japan Organic Agricultural Land Development, 2006-2011

10.3.4. Government Regulations in Japan Organic Food and Beverages Industry

10.3.5. Market Share of Distribution Channels in Japan Organic Food and Beverages Industry

10.3.6. Macro Economic Factors of Japan Organic Food and Beverages Industry

10.3.6.1. Urban Population, 2006-2016

10.3.6.2. Consumer Expenditure on Food and Beverages, 2006-2016

10.3.7. Japan Organic Food and Beverages Market Future Outlook and Projections, 2012-2016

10.4. Australia Organic Food and Beverages Industry Introduction

10.4.1. Australia Organic Food and Beverages Market Size, 2006-2011

10.4.2. Australia Organic Food and Beverages Market Segmentation, 2011

10.4.3. Australia Organic Agricultural Land Development, 2006-2011

10.4.4. Government Regulations in Australia Organic Food and Beverages Industry

10.4.5. Competitive Landscape of Australia Organic Food and Beverages Industry

10.4.6. Macro Economic Factors of Australia Organic Food and Beverages Industry

10.4.6.1. Urban Population, 2006-2016

10.4.6.2. Consumer Food Price Index, 2006-2016

10.4.6.3. Consumer Expenditure on Food and Beverages, 2006-2016

10.4.7. Australia Organic Food and Beverages Market Future Outlook and Projections, 2012-2016

10.5. China Organic Food and Beverages Market Introduction

10.5.1. China Organic Food and Beverages Market Size, 2006-2011

10.5.2. China Organic Food and Beverages Market Segmentation, 2011

10.5.2.1. By Products, 2011

- 10.5.3. China Organic Agricultural Land Development, 2006-2011
- 10.5.4. Government Regulations in China Organic Food and Beverages Industry
- 10.5.5. Market Share of Distribution Channels in China Organic food and Beverages Industry
- 10.5.6. Competitive Landscape of China Organic Food and Beverages Industry
- 10.5.7. Macro Economic Factors of China Organic Food and Beverages Industry
  - 10.5.7.1. Urban Population, 2006-2016
  - 10.5.7.2. Consumer Food Price Index, 2006-2016
- 10.5.8. China Organic Food and Beverages Market Future Outlook and Projections, 2012-2016
- 10.6. India Organic Food and Beverages Market Introduction
  - 10.6.1. India Organic Food and Beverages Market Size, 2006-2011
  - 10.6.2. India Organic Food and Beverages Market Segmentation, 2011
    - 10.6.2.1. By Products, 2011
  - 10.6.3. India Organic Agricultural Land Development, 2006-2011
  - 10.6.4. India Organic Food and Beverages Trends and Developments
  - 10.6.5. Competitive Landscape of India Organic Food and Beverages Industry
  - 10.6.6. Macro Economic Factors of India Organic Food and Beverages industry
    - 10.6.6.1. Personal Disposable Income, FY'2006-FY'2016
    - 10.6.6.2. Urban Population, 2006-2016
  - 10.6.7. India Organic Food and Beverages Market Future Outlook and Projections, 2012-2016
- 10.7. Asia-Pacific Organic Food and Beverages Industry Future Outlook and Projections, 2012-2016

## **11. EMERGING MARKETS OF ORGANIC FOOD AND BEVERAGES IN THE WORLD**

## **12. APPENDIX**

- 12.1. Market Definition
- 12.2. Abbreviations
- 12.3. Research Methodology
  - Data Collection Methods
  - Approach
  - Variables (Dependent and Independent)
  - Multi Factor Based Sensitivity Model
  - Final Conclusion
- 12.4. Disclaimer

## List Of Figures

### LIST OF FIGURES

Figure 1: Global Organic Food and Beverages Market Size by Revenue in USD Million, 2006-2011

Figure 2: Global Organic Food and Beverages Market Segmentation by North America, Europe and Asia-Pacific and Rest of World on the Basis of Contribution in Percentage (%), 2006-2011

Figure 3: Global Organic Agricultural Land in Million Hectares, 2006-2011P

Figure 4: Global Organic Agricultural Land Development by Geography on the Basis of Contribution in Percentage (%), 2006-2011

Figure 5: Global Organic Food and Beverages Market Projections by Revenue in USD Million, 2012-2016

Figure 6: Global Organic Food and Beverages Market Projections by North America, Europe and Asia-Pacific and ROW on the Basis of Contribution in Percentage (%), 2012-2016

Figure 7: North America Organic Food and Beverages Market Size by Revenue in USD Million, 2006-2011

Figure 8: North America Organic Food and Beverages Market Segmentation by the US and Canada on the Basis of Contribution in Percentage (%), 2006-2011

Figure 9: North America Organic Food and Beverages Market Segmentation by Products on the Basis of Revenue in Percentage (%), 2011

Figure 10: North America Organic Agricultural Land in Million Hectares, 2006-2011P

Figure 11: The US Organic Food and Beverages Market Size by Revenue in USD Million, 2006-2011

Figure 12: The US Organic Food and Beverages Market Segmentation by Products on the Basis of Contribution in Percentage (%), 2009-2011

Figure 13: The US Organic Agricultural Land Development in Hectares, 2006-2011P

Figure 14: The US Personal Disposable Income in USD Billion, 2006-2016

Figure 15: The US Urban Population in Million, 2006-2016

Figure 16: The US Consumer Food Price Index, 2006-2016

Figure 17: The US Consumption Expenditure on Food and Beverages in USD Million, 2006-2016

Figure 18: Canada Organic Food and Beverages Market Size by Revenue in USD Million, 2006-2011

Figure 19: Canada Organic Agricultural Land Development in Hectares, 2006-2011P

Figure 20: Canada Personal Disposable Income in USD Million, 2006-2016

Figure 21: Canada Urban Population in Million, 2006-2016

Figure 22: Canada Consumer Food Price Index, 2006-2016

Figure 23: North America Organic Food and Beverages Industry Projections by Revenue in USD Million, 2012-2016

Figure 24 : North America Organic Food and Beverages Industry Projections by the US and Canada on the Basis of Contribution in Percentage (%), 2012-2016

Figure 25: The US Organic Food and Beverages Market Projections by Revenue in USD Million, 2012-2016

Figure 26: Canada Organic Food and Beverages Industry Projections by Revenue in USD Million, 2012-2016

Figure 27: Europe Organic Food and Beverages Market Size by Revenue in USD Million, 2006-2011

Figure 28: Europe Organic Food and Beverages Market Segmentation by Geography on the Basis of Contribution in Percentage (%), 2006-2011

Figure 29: Europe Organic Agricultural Land Development in Hectares, 2006-2011

Figure 30: Europe Organic Agricultural Land Usage by Permanent Grassland, Arable Crops, Permanent Crops and Other Agricultural Land in Percentage (%), 2010

Figure 31: Germany Organic Food and Beverages Market Size by Revenue in USD Million, 2006-2011

Figure 32: Germany Organic Food and Beverages Market Segmentation by Products on the Basis of Contribution in Percentage (%), 2011

Figure 33: Germany Organic Agricultural Land in Hectares, 2006-2011

Figure 34: Germany Organic Food and Beverages Market Share by Distribution Channels in Percentage (%), 2010-2011

Figure 35: Germany Urban Population in Million, 2006-2016

Figure 36: Germany Consumer Food Price Index, 2006-2016

Figure 37: Germany Consumption Expenditure on Food and Beverages in USD Million, 2006-2016

Figure 38: Germany Organic Food and Beverages Market Projections by Revenue in USD Million, 2012-2016

Figure 39: France Organic Food and Beverages Market Size by Revenue in USD Million, 2006-2011

Figure 40: France Organic Food and Beverages Market Segmentation by Products on the Basis of Contribution in Percentage (%), 2011

Figure 41: France Organic Agricultural Land Development in Hectares, 2006-2011

Figure 42: France Organic Food and Beverages Market Share by Distribution Channels on in Percentage (%), 2010-2011

Figure 43: France Urban Population in Million, 2006-2016

Figure 44: France Consumer Food Price Index, 2006-2011

Figure 45: France Consumption Expenditure on Food and Beverages in USD Million,

2006-2016

Figure 46: France Organic Food and Beverages Market Projections by Revenue in USD Million, 2012-2016

Figure 47: The UK Organic Food and Beverages Market Size by Revenue in USD Million, 2006-2011

Figure 48: The UK Organic Food and Beverages Market Segmentation by Products on the Basis of Contribution in Percentage (%), 2011

Figure 49: The UK Organic Agricultural Land in Hectares, 2006-2011

Figure 50: The UK Organic Food and Beverages Market Share by Distribution Channels in Percentage (%), 2008-2011

Figure 51: The UK Urban Population in Million, 2006-2016

Figure 52: The UK Consumer Food Price Index, 2006-2016

Figure 53: Consumption Expenditure on Food and Beverages in the UK in USD Million, 2006-2016

Figure 54: The UK Organic Food and Beverages Market Projections by Revenue in USD Million, 2012-2016

Figure 55: Italy Organic Food and Beverages Market Size by Revenue in USD Million, 2006-2011

Figure 56: Italy Organic Food and Beverages Market Segmentation by Products on the Basis of Contribution in Percentage (%), 2011

Figure 57: Italy Organic Agricultural Land in Hectares, 2006-2011P

Figure 58: Italy Organic Food and Beverages Market Share by Distribution Channels on in Percentage (%), 2010-2011

Figure 59: Italy Urban Population in Million, 2006-2016

Figure 60: Italy Consumption Expenditure on Food and Beverages in USD Million, 2006-2016

Figure 61: Italy Organic Food and Beverages Market Projections by Revenue in USD Million, 2012-2016

Figure 62: Switzerland Organic Food and Beverages Market Size by Revenue in USD Million, 2006-2011

Figure 63: Switzerland Organic Food and Beverages Market Segmentation by Products on the Basis of Contribution in Percentage (%), 2009 and 2011

Figure 64: Switzerland Organic Agricultural Land in Hectares, 2006-2011P

Figure 65: Switzerland Organic Food and Beverages Market by Distribution Channels on in Percentage (%), 2009-2011

Figure 66: Switzerland Urban Population in Million, 2006-2016

Figure 67: Switzerland Consumer Expenditure on Food and Beverages in USD Million, 2006-2016

Figure 68: Switzerland Organic Food and Beverages Market Projections by Revenue in

USD Million, 2012-2016

Figure 69: Spain Organic Food and Beverages Market Size by Revenue in USD Million, 2006-2011

Figure 70: Spain Organic Food and Beverages Market Segmentation by Products on the Basis of Contribution in Percentage (%), 2008-2011

Figure 71: Spain Organic Food and Beverages Market Share by Distribution Channels in Percentage (%), 2010-2011P

Figure 72: Spain Urban Population in Million, 2006-2016

Figure 73: Consumer Food Price Index in Spain, 2006-2016

Figure 74: Spain Organic Food and Beverages Market Projections by Revenue in USD Million, 2012-2016

Figure 75: Austria Organic Food and Beverages Market Segmentation by Products on the Basis of Contribution in Percentage (%), 2009 and 2011

Figure 76: Austria Organic Agricultural Land in Hectares, 2006-2011P

Figure 77: Austria Organic Food and Beverages Market Share by Distribution Channels in Percentage (%), 2009-2011P

Figure 78: Austria Urban Population in Million, 2006-2016

Figure 79: Austria Consumption Expenditure on Food and Beverages in USD Million, 2006-2016

Figure 80: Austria Organic Food and Beverages Market Projections by Revenue in USD Million, 2012-2016

Figure 81: Europe Organic Food and Beverages Industry Projections by Sales in USD Million, 2012-2016

Figure 82: Europe Organic Food and Beverages Market Projections by Geography on the Basis of Contribution in Percentage (%), 2012-2016

Figure 83: Asia –Pacific Organic Food and Beverages Market by Revenue in USD Million, 2006-2011

Figure 84: Asia-Pacific Organic Food and Beverages Market by Japan, Australia, China and India on the Basis of Contribution in Percentage (%), 2006-2011

Figure 85: Japan Organic Food and Beverages Market by Revenue in USD Million, 2006-2011

Figure 86: Japan Organic Food and Beverages Market Segmentation by Products on the Basis of Contribution in Percentage (%), 2011

Figure 87: Japan Organic Agricultural Land Development in Hectares, 2006-2011

Figure 88: Japan Organic Food and Beverages Market Share by Distribution Channels on in Percentage (%), 2011

Figure 89: Japan Urban Population in Million, 2006-2016

Figure 90: Japan Consumer Expenditure on Food and Beverages in USD Million, 2006-2016

Figure 91: Japan Organic Food and Beverages Market Projections by Revenue in USD Million, 2012-2016

Figure 92: Australia Organic Food and Beverages Market Size by Retail Sales in USD Million, 2006-2011

Figure 93: Australia Organic Farming Market on the Basis of Contribution in Percentage (%), 2011

Figure 94: Australia Organic Agricultural Land in Hectares, 2006-2011

Figure 95: Australia Organic Food and Beverages Market Share by Leading Companies in Percentage (%), 2011

Figure 96: Major Players in Australia Organic Food and Beverages Industry, 2011

Figure 97: Australia Urban Population in Million, 2006-2016

Figure 98: Australia Consumer Food Price Index, 2006-2016

Figure 99: Australia Consumer Expenditure on Food and Beverages in USD Million, 2006-2016

Figure 100: Australia Organic Food and Beverages Market Projections by Retail Sales in USD Million, 2012-2016

Figure 101: China Organic Food and Beverages Market Size by Revenue in USD Million, 2006-2011

Figure 102: China Organic Food and Beverages Market Segmentation by Products on the Basis of Contribution in Percentage (%), 2011

Figure 103: China Organic Agricultural Land Development in Hectares, 2006-2011

Figure 104: China Organic Food and Beverages Market Share by Distribution Channels in Percentage (%), 2011

Figure 105: China Urban Population in Million, 2006-2016

Figure 106: China Consumer Food Price Index, 2006-2016

Figure 107: China Organic Food and Beverages Market Projections by Revenue in USD Million, 2012-2016

Figure 108: India Organic Food and Beverages Market Size by Revenue in USD Million, 2006-2011

Figure 109: India Organic Food and Beverages Market Segmentation on the Basis of Contribution in Percentage (%), 2011

Figure 110: India Organic Agricultural Land in Hectares, 2006-2011

Figure 111: India Personal Disposable Income in USD Million, FY'2006-FY'2016

Figure 112: India Urban Population in Million, 2006-2016

Figure 113: India Organic Food and Beverages Market Projections by Revenue in USD Million, 2012-2016

Figure 114: Asia-Pacific Organic Food and Beverages Market Future Projections by Revenue in USD Million, 2012-2016

## List Of Tables

### LIST OF TABLES

Table 1: Global Organic Certification Labels by Geography

Table 2: Global Organic Food and Beverages Market Segmentation by North America, Europe and Asia-Pacific and Rest of World on the Basis of Revenue in USD Million, 2006-2011

Table 3: Global Organic Agricultural Land Development by Geography in Million Hectares, 2006-2011

Table 4: Major Producers of Organic Food and Beverages in the World, 2011

Table 5: Global Organic Food and Beverages Market Projections by North America, Europe and Asia-Pacific and ROW on the Basis of Revenue in USD Million, 2012-2016

Table 6: Cause and Effect Relationship Analysis between Industry Factors and Expected Industry Prospects of Global Organic Food and Beverages Industry

Table 7: North America Organic Food and Beverages Market Segmentation by the US and Canada on the Basis of Revenue in USD Million, 2006-2011

Table 8: North America Organic Food and Beverages Market Segmentation by Products on the Basis of Revenue in USD Million, 2011

Table 9: The US Organic Food and Beverages Market Segmentation by Products on the Basis of Sales in USD Million, 2009-2011

Table 10: The US Organic Milk Production in Million lbs, 2006-2011

Table 11: The US Organic Food and Beverages Industry Market Share by Distribution Channels in Percentage (%), 2008 & 2010

Table 12: Major Players in the US Organic Food and Beverages Industry, 2011

Table 13: Canada Organic Milk Production in hl and Number of Certified Organic Milk Producers in Number, 2005-2010

Table 14: Whole Foods Market Particulars, FY'2007-FY'2011

Table 15: North America Organic Food and Beverages Industry Projections by the US and Canada on the Basis of Sales in USD Million, 2012-2016

Table 16: Cause and Effect Relationship Analysis between Industry Factors and Expected Industry Prospects of the North America Organic Food and Beverages Industry

Table 17: Europe Organic Food and Beverages Market by Geography on the Basis of Sales in USD Million, 2006-2011

Table 18: Major Arable Crops in Europe on the Basis of Area Covered in Thousand Hectares, 2010

Table 19: Major Permanent Crops in Europe on the Basis of Area Covered in Thousand Hectares, 2010

Table 20: Germany Organic Food and Beverages Market Segmentation by Products on the Basis of Sales in USD Million, 2009-2011

Table 21: Number of Organic Agricultural Holdings in Germany and the Percentage (%) Share in Total Agricultural Holdings, 2006-2011

Table 22: Germany Organic Food and Beverages Market by Distribution Channels on the Basis of Revenue in USD Million, 2010-2011

Table 23: Major Players in Germany Organic Food and Beverages Industry by Major International Retailers and Major Domestic Producers, 2011

Table 24: France Organic Food and Beverages Market Segmentation by Products on the Basis of Revenue in USD Million, 2009-2011

Table 25: France Organic Food and Beverages Market by Distribution Channels on the Basis of Revenue in USD Million, 2010-2011

Table 26: Major Players in France Organic Food and Beverages Industry, 2011

Table 27: The UK Organic Food and Beverages Market Segmentation by Products on the Basis of Sales in USD Million, 2009-2011

Table 28: The UK Certified Organic Crop Area in Hectares and Number of Organic Producers, 2007-2011

Table 29: The UK Organic Agricultural Land by Geography on the Basis of Percentage of Land which is Organic, 2010-2011

Table 30: The UK Organic Food and Beverages Market by Distribution Channels on the Basis of Revenue in USD Million, 2008-2011

Table 31: Major Players in the UK Organic Food and Beverages Market

Table 32: Italy Organic Food and Beverages Market Segmentation by Products on the Basis of Revenue in USD Million, 2009-2011

Table 33: Import and Export of Organic Products in Italy in Tons, 2011

Table 34: Italy Major Crops Organic Area in Hectares, 2007-2010

Table 35: Italy Organic Food and Beverages Market by Distribution Channels on the Basis of Revenue in USD Million, 2020-2011

Table 36: Switzerland Organic Food and Beverages Market Segmentation by Products on the Basis of Revenue in USD Million, 2009-2011

Table 37: Switzerland Organic Food and Beverages Market by Distribution Channels on the Basis of Revenue in USD Million, 2009-2011

Table 38: Spain Organic Food and Beverages Market Segmentation by Products on the Basis of Revenue in USD Million, 2008-2011

Table 39: Austria Organic Food and Beverages Market Segmentation by Products on the Basis of Revenue in USD Million, 2009 and 2011

Table 40: Europe Organic Food and Beverages Market Projections by Geography on the Basis on Sales in USD Million, 2012-2016

Table 41: Asia-Pacific Organic Food and Beverages Industry by Japan, Australia, China

and India on the Basis of Sales in USD Million, 2006-2011

Table 42: Japan Organic Food and Beverages Market Segmentation on the Basis of Revenue in USD Million, 2011

Table 43: China Organic Food and Beverages Market Segmentation by products on the Basis of Revenue in USD Million, 2011

Table 44: Major Players in China Organic Food and Beverages Industry, 2011

Table 45: India Organic Food and Beverages Market Segmentation by Products on the Basis of Revenue in USD Million, 2011

Table 46: India Organic Agriculture Particulars, FY'2011

Table 47: India Organic Product Export Volume and Share in Percentage (%), FY'2011

Table 48: Major Players in India Organic Food and Beverages Industry, 2011

Table 49: Correlation Matrix of the Germany Organic Food and Beverages Market

Table 50: Regression Coefficients Output

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