

Organic Food Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

The Global Organic Food Market was valued at USD 154.3 billion in 2024 and is estimated to grow at a CAGR of 9% to reach USD 364.4 billion by 2034.

Growing environmental consciousness and changing consumer habits are strongly influencing the demand for organic and sustainably sourced food. Awareness about soil health degradation, climate change, and carbon emissions is leading people to prefer organic farming practices that promote biodiversity, conserve water, and minimize pollution. This transition is motivating farmers to adopt sustainable agricultural methods while fueling consistent market expansion. Government policies and certification frameworks have further accelerated this trend by ensuring product authenticity and building consumer confidence. Nearly half of the industry's growth is driven by public programs and certifications that support environmentally friendly production. The blending of plant-based and vegan trends with organic offerings is expanding the consumer base for beverages, functional foods, and protein-rich products, redefining how the modern health-conscious population consumes organic foods.

The fresh produce segment held 37% share in 2024. This segment benefits from high purchase frequency and consumer familiarity with its health benefits. Packaged organic foods continue to attract buyers for their convenience, shelf life, and transparency in sourcing. Beverages remain the most innovative segment, witnessing fast-paced product launches featuring functional ingredients and natural flavors. Established brands emphasize quality, traceability, and sensory appeal to maintain brand loyalty, while private-label products expand their footprint across retail chains.

The highly processed organic formats held a 4.7% share in 2024 and are projected to grow at a CAGR of 9.3% through 2034, propelled by the rising popularity of

supplements, protein powders, and other functional products in niche health channels. Consumers in these categories demonstrate a higher willingness to pay premiums when product integrity, provenance, and minimal processing are evident, which strengthens demand across specialty stores and e-commerce platforms.

Europe Organic Food Market held a 40.2% share in 2024 and is expected to maintain a CAGR of 7.8% through 2034. Growth is primarily driven by strong organic policies and consumer trust within Germany, France, and the United Kingdom. EU support under the Third Action Plan for Organic Farming continues to enhance production capabilities and reinforce credibility in certified labeling. Germany leads regional consumption, supported by a well-established retail infrastructure, while the UK and France are experiencing diversification across organic categories.

Prominent players operating in the Global Organic Food Market include Nestlé, Unilever, Amy's Kitchen, Clif Bar & Company, Organic Valley, Whole Foods Market, General Mills, Danone, The Kroger, Stonyfield Farm, Earthbound Farm, Eden Foods, and Nature's Path Foods. To strengthen their foothold, companies in the organic food industry are pursuing strategies centered on innovation, sustainability, and transparency. They are expanding their organic product portfolios by introducing plant-based and clean-label variants across food and beverage lines. Major brands are investing in certified sourcing programs and local partnerships to ensure traceable and eco-friendly supply chains. Continuous product innovation, especially in functional foods and ready-to-eat options, is helping companies appeal to younger and health-conscious consumers.

Contents

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope and definition
- 1.2 Research design
 - 1.2.1 Research approach
 - 1.2.2 Data collection methods
- 1.3 Data mining sources
 - 1.3.1 Global
 - 1.3.2 Regional/Country
- 1.4 Base estimates and calculations
 - 1.4.1 Base year calculation
 - 1.4.2 Key trends for market estimation
- 1.5 Primary research and validation
 - 1.5.1 Primary sources
- 1.6 Forecast model
- 1.7 Research assumptions and limitations

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis
- 2.2 Key market trends
 - 2.2.1 Product category
 - 2.2.2 Processing level
 - 2.2.3 Distribution channel
 - 2.2.4 End use industry
- 2.3 TAM analysis, 2025-2034
- 2.4 CXO perspectives: Strategic imperatives
 - 2.4.1 Executive decision points
 - 2.4.2 Critical success factors
- 2.5 Outlook and strategic recommendations

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
 - 3.1.1 Supplier landscape
 - 3.1.2 Profit margin
 - 3.1.3 Value addition at each stage

- 3.1.4 Factor affecting the value chain
- 3.1.5 Disruptions
- 3.2 Industry impact forces
 - 3.2.1 Growth drivers
 - 3.2.2 Industry pitfalls and challenges
 - 3.2.3 Market opportunities
- 3.3 Growth potential analysis
- 3.4 Regulatory landscape
 - 3.4.1 North America
 - 3.4.2 Europe
 - 3.4.3 Asia Pacific
 - 3.4.4 Latin America
 - 3.4.5 Middle East & Africa
- 3.5 Porter's analysis
- 3.6 PESTEL analysis
- 3.7 Price trends
 - 3.7.1 By region
- 3.8 Future market trends
- 3.9 Technology and innovation landscape
 - 3.9.1 Current technological trends
 - 3.9.2 Emerging technologies
- 3.10 Patent landscape
- 3.11 Trade statistics (HS code) (Note: the trade statistics will be provided for key countries only)
 - 3.11.1 Major importing countries
 - 3.11.2 Major exporting countries
- 3.12 Sustainability and environmental aspects
 - 3.12.1 Sustainable practices
 - 3.12.2 Waste reduction strategies
 - 3.12.3 Energy efficiency in production
 - 3.12.4 Eco-friendly initiatives
- 3.13 Carbon footprint considerations

CHAPTER 4 COMPETITIVE LANDSCAPE, 2024

- 4.1 Introduction
- 4.2 Company market share analysis
 - 4.2.1 By region
 - 4.2.1.1 North America

- 4.2.1.2 Europe
- 4.2.1.3 Asia Pacific
- 4.2.1.4 Latin America
- 4.2.1.5 Middle East & Africa
- 4.3 Company matrix analysis
- 4.4 Competitive analysis of major market players
- 4.5 Competitive positioning matrix
- 4.6 Key developments
 - 4.6.1 Mergers & acquisitions
 - 4.6.2 Partnerships & collaborations
 - 4.6.3 New product launches
 - 4.6.4 Expansion plans

CHAPTER 5 MARKET SIZE AND FORECAST, BY PRODUCT CATEGORY, 2021-2034 (USD BILLION, KILO TONS)

- 5.1 Key trends
- 5.2 Fresh produce
 - 5.2.1 Organic fruits
 - 5.2.2 Organic vegetables
 - 5.2.3 Organic herbs & spices
- 5.3 Dairy & eggs
 - 5.3.1 Organic milk products
 - 5.3.2 Organic cheese & fermented dairy
 - 5.3.3 Organic egg products
 - 5.3.4 Alternative dairy products
- 5.4 Meat, poultry & seafood
 - 5.4.1 Organic beef & pork
 - 5.4.2 Organic poultry
 - 5.4.3 Organic seafood & aquaculture
- 5.5 Packaged/grocery foods
 - 5.5.1 Organic canned & preserved foods
 - 5.5.2 Organic dry goods & pantry staples
 - 5.5.3 Organic snacks & convenience foods
 - 5.5.4 Organic oils & vinegars
- 5.6 Beverages
 - 5.6.1 Organic juices & smoothies
 - 5.6.2 Organic coffee & tea
 - 5.6.3 Organic alcoholic beverages

- 5.6.4 Functional & health beverages
- 5.7 Frozen foods
 - 5.7.1 Organic frozen vegetables & fruits
 - 5.7.2 Organic frozen meals & entrees
 - 5.7.3 Organic frozen desserts
- 5.8 Bakery & confectionery
 - 5.8.1 Organic baked goods
 - 5.8.2 Organic confectionery & sweets
 - 5.8.3 Artisanal & specialty products

CHAPTER 6 MARKET SIZE AND FORECAST, BY PROCESSING LEVEL, 2021-2034 (USD BILLION, KILO TONS)

- 6.1 Key trends
- 6.2 Fresh/minimally processed
- 6.3 Processed foods
- 6.4 Highly processed

CHAPTER 7 MARKET SIZE AND FORECAST, BY DISTRIBUTION CHANNEL, 2021-2034 (USD BILLION, KILO TONS)

- 7.1 Key trends
- 7.2 Supermarkets & grocery stores
- 7.3 Specialty food stores
- 7.4 Food service channel
- 7.5 Direct-to-consumer channel
- 7.6 Wholesale distribution

CHAPTER 8 MARKET SIZE AND FORECAST, BY END USE INDUSTRY, 2021-2034 (USD BILLION, KILO TONS)

- 8.1 Food retail industry
- 8.2 Food service industry
- 8.3 Food processing industry
- 8.4 Institutional sector
- 8.5 Others

CHAPTER 9 MARKET SIZE AND FORECAST, BY REGION, 2021-2034 (USD BILLION, KILO TONS)

- 9.1 Key trends
- 9.2 North America
 - 9.2.1 U.S.
 - 9.2.2 Canada
- 9.3 Europe
 - 9.3.1 UK
 - 9.3.2 Germany
 - 9.3.3 France
 - 9.3.4 Italy
 - 9.3.5 Spain
 - 9.3.6 Rest of Europe
- 9.4 Asia Pacific
 - 9.4.1 China
 - 9.4.2 India
 - 9.4.3 Japan
 - 9.4.4 South Korea
 - 9.4.5 Australia
 - 9.4.6 Rest of Asia Pacific
- 9.5 Latin America
 - 9.5.1 Brazil
 - 9.5.2 Mexico
 - 9.5.3 Argentina
 - 9.5.4 Rest of Latin America
- 9.6 Middle East & Africa
 - 9.6.1 South Africa
 - 9.6.2 Saudi Arabia
 - 9.6.3 UAE
 - 9.6.4 Rest of Middle East & Africa

CHAPTER 10 COMPANY PROFILES

- 10.1 Whole Foods Market
- 10.2 General Mills
- 10.3 The Kroger
- 10.4 Danone
- 10.5 Unilever
- 10.6 Nestl?
- 10.7 Organic Valley

- 10.8 Amy's Kitchen
- 10.9 Clif Bar & Company
- 10.10 Eden Foods
- 10.11 Nature's Path Foods
- 10.12 Stonyfield Farm
- 10.13 Earthbound Farm

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