

Non-GMO Food Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview 2023-2028:

The global non-GMO (non-genetically modified organisms) food market size reached US\$ 2.1 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 4.6 Billion by 2028, exhibiting a growth rate (CAGR) of 13.9% during 2023-2028. The increasing health consciousness, rising promotion of sustainable farming practices, and the growing demand for food products produced using non-GMO seeds represent some of the key factors driving the market.

Increasing Consumer Preference for Sustainable Food Augmenting the Market Growth

The increasing inclination towards purchasing sustainable food on account of rapid urbanization and expanding purchasing power of consumers represents one of the major factors driving the demand for non-GMO food products around the world. Moreover, there is a rise in the encouragement by prominent food producers to get a certification for sustainability and non-GMO ingredients to expand their consumer base.

Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. The market structure is moderate due to the presence of several international and regional players. The volume of new entrants is moderate in the non-GMO food industry due to low capital investment, moderate product differentiation, and switching costs.

What is Non-GMO Food?

Non-genetically modified organism (GMO) food is free from genetically modified organisms (GMOs), whose genetic material has been altered using genetic engineering techniques. It comprises apples, bananas, oranges, avocados, tomatoes, cucumber, broccoli, rice, oats, barley, lentils, cheese, chicken, and chia seeds. It is produced using traditional methods of selective breeding or hybridization to improve crops and produce better yields. Its labeling provides consumers with information and the ability to choose products that align with their nutritional requirements.

COVID-19 Impact:

The COVID-19 pandemic outbreak caused a significant impact on the non-GMO food industry and imposed unprecedented challenges on numerous countries. In the early days of the pandemic, panic buying and disruptions in supply chains led to shortages of many food products, including non-GMO options. As a result, many consumers who had previously prioritized non-GMO products began to purchase whatever was available, regardless of whether or not it contained genetically modified ingredients. The pandemic also led to a decrease in demand for non-GMO products in some regions. Many consumers were facing financial difficulties and were forced to prioritize affordability over other factors, including the non-GMO label. This led to a decline in sales of non-GMO products in some markets. The pandemic also led to changes in consumer behavior, including a shift towards online shopping and home cooking. This trend was particularly evident in the non-GMO food industry, as consumers sought healthy and safe food options. Some non-GMO food producers were able to pivot to online sales and direct-to-consumer models, which helped to mitigate the impact of the pandemic.

Non-GMO Food Market Trends:

The increasing health consciousness and rising awareness among individuals about the nutritional benefits of consuming non-GMO food products represent one of the major factors bolstering the market growth around the world. Moreover, due to the growing environmental concerns, governing agencies of numerous countries are undertaking measures to promote sustainable farming practices. This, coupled with the increasing demand for food products produced using non-GMO seeds, such as grains, vegetables, and fruits, as non-GMO foods are considered to be environment friendly and natural, is favoring the growth of the market. In addition, the rising use of non-GMO food in the production of baby food and infant formula to improve digestion is contributing to the market growth. Apart from this, growing consumer preferences towards ready to eat (RTE) food products on account of rapid urbanization, busy lifestyles, and the

increasing purchasing power of consumers is creating a positive outlook for the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global non-GMO food market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product type, application and distribution channel.

Product Type Insights:

Cereals and Grains

Liquor

Meat and Poultry

Bakery Products

Edible Oils

Others

The report has provided a detailed breakup and analysis of the non-GMO food market based on the product type. This includes cereals and grains, liquor, meat and poultry, bakery products, edible oils, and others. According to the report, cereals and grains represented the largest segment due to rapid increase in grain trade and the rising prevalence of foodborne diseases. Moreover, the increasing demand for whole grain products as a source of fiber and carbohydrates is influencing the market positively.

Application Insights:

Beverages

Meat Products

Fruits and Vegetables

Dairy Alternatives

Animal Feed

Others

A detailed breakup and analysis of the non-GMO food market based on the application has also been provided in the report. This includes beverages, meat products, fruits and vegetables, dairy alternatives, animal feed, and others. According to the report, fruits and vegetables accounted for the largest market share due to the increasing consumer awareness about the environmental and health concerns of GMO food products. Moreover, the rising number of retailers introducing private label organic fruits and

vegetables due to the widespread acceptance of organic, non-GMO produce by consumers is favoring the growth of the market.

Distribution Channel Insights:

- Food Service
- Supermarkets and Hypermarkets
- Convenience Stores
- Online Stores
- Others

A detailed breakup and analysis of the non-GMO food market based on the distribution channel has also been provided in the report. This includes food service, supermarkets and hypermarkets, convenience stores, online stores, and others. According to the report, supermarkets and hypermarkets accounted for the largest market share as they have ample space and can devote more shelf space to the non-GMO brands for the aware customers. It also improves brand visibility, a convenient shopping experience, and a diverse selection of items and brands.

Regional Insights:

- North America
 - United States
 - Canada
- Asia Pacific
 - China
 - Japan
 - India
 - South Korea
- Australia
- Indonesia
- Others
- Europe
 - Germany
 - France
 - United Kingdom
 - Italy
 - Spain
 - Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America (the United States and Canada) was the largest market for non-GMO food. The increasing sales of non-GMO food products due to the rising awareness about its benefits represent one of the major factors bolstering the market growth in the region. Moreover, the growing popularity of non-GMO dairy food products is influencing the market in the region. Besides this, governing agencies of numerous countries are undertaking measures to promote sustainable farming methods.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global non-GMO food market. Some of the companies covered in the report include:

Amy's Kitchen Inc.

Blue Diamond Growers

Clif Bar & Company

Chiquita Brands International Sarl

The Hain Celestial Group Inc.

Nature's Path Foods Inc.

Now Health Group Inc.

Organic Valley

Pernod Ricard SA

United Natural Foods Inc.

Please note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report:

How has the global non-GMO food market performed so far, and how will it perform in

the coming years?

What are the drivers, restraints, and opportunities in the global non-GMO food market?

What is the impact of each driver, restraint, and opportunity on the global non-GMO food market?

What are the key regional markets?

Which countries represent the most attractive non-GMO food market?

What is the breakup of the market based on the product type?

Which is the most attractive product type in the non-GMO food market?

What is the breakup of the market based on the application?

Which is the most attractive application in the non-GMO food market?

What is the breakup of the market based on the distribution channel?

Which is the most attractive distribution channel in the non-GMO food market?

What is the competitive structure of the global non-GMO food market?

Who are the key players/companies in the global non-GMO food market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

2.1 Objectives of the Study

2.2 Stakeholders

2.3 Data Sources

2.3.1 Primary Sources

2.3.2 Secondary Sources

2.4 Market Estimation

2.4.1 Bottom-Up Approach

2.4.2 Top-Down Approach

2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

4.1 Overview

4.2 Key Industry Trends

5 GLOBAL NON-GMO FOOD MARKET

5.1 Market Overview

5.2 Market Performance

5.3 Impact of COVID-19

5.4 Market Forecast

6 MARKET BREAKUP BY PRODUCT TYPE

6.1 Cereals and Grains

6.1.1 Market Trends

6.1.2 Market Forecast

6.2 Liquor

6.2.1 Market Trends

6.2.2 Market Forecast

6.3 Meat and Poultry

- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 Bakery Products
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast
- 6.5 Edible Oils
 - 6.5.1 Market Trends
 - 6.5.2 Market Forecast
- 6.6 Others
 - 6.6.1 Market Trends
 - 6.6.2 Market Forecast

7 MARKET BREAKUP BY APPLICATION

- 7.1 Beverages
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Meat Products
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 Fruits and Vegetables
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast
- 7.4 Dairy Alternatives
 - 7.4.1 Market Trends
 - 7.4.2 Market Forecast
- 7.5 Animal Feed
 - 7.5.1 Market Trends
 - 7.5.2 Market Forecast
- 7.6 Others
 - 7.6.1 Market Trends
 - 7.6.2 Market Forecast

8 MARKET BREAKUP BY DISTRIBUTION CHANNEL

- 8.1 Food Service
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Supermarkets and Hypermarkets

- 8.2.1 Market Trends
- 8.2.2 Market Forecast
- 8.3 Convenience Stores
 - 8.3.1 Market Trends
 - 8.3.2 Market Forecast
- 8.4 Online Stores
 - 8.4.1 Market Trends
 - 8.4.2 Market Forecast
- 8.5 Others
 - 8.5.1 Market Trends
 - 8.5.2 Market Forecast

9 MARKET BREAKUP BY REGION

- 9.1 North America
 - 9.1.1 United States
 - 9.1.1.1 Market Trends
 - 9.1.1.2 Market Forecast
 - 9.1.2 Canada
 - 9.1.2.1 Market Trends
 - 9.1.2.2 Market Forecast
- 9.2 Asia Pacific
 - 9.2.1 China
 - 9.2.1.1 Market Trends
 - 9.2.1.2 Market Forecast
 - 9.2.2 Japan
 - 9.2.2.1 Market Trends
 - 9.2.2.2 Market Forecast
 - 9.2.3 India
 - 9.2.3.1 Market Trends
 - 9.2.3.2 Market Forecast
 - 9.2.4 South Korea
 - 9.2.4.1 Market Trends
 - 9.2.4.2 Market Forecast
 - 9.2.5 Australia
 - 9.2.5.1 Market Trends
 - 9.2.5.2 Market Forecast
 - 9.2.6 Indonesia
 - 9.2.6.1 Market Trends

- 9.2.6.2 Market Forecast
- 9.2.7 Others
 - 9.2.7.1 Market Trends
 - 9.2.7.2 Market Forecast
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.1.1 Market Trends
 - 9.3.1.2 Market Forecast
 - 9.3.2 France
 - 9.3.2.1 Market Trends
 - 9.3.2.2 Market Forecast
 - 9.3.3 United Kingdom
 - 9.3.3.1 Market Trends
 - 9.3.3.2 Market Forecast
 - 9.3.4 Italy
 - 9.3.4.1 Market Trends
 - 9.3.4.2 Market Forecast
 - 9.3.5 Spain
 - 9.3.5.1 Market Trends
 - 9.3.5.2 Market Forecast
 - 9.3.6 Russia
 - 9.3.6.1 Market Trends
 - 9.3.6.2 Market Forecast
 - 9.3.7 Others
 - 9.3.7.1 Market Trends
 - 9.3.7.2 Market Forecast
- 9.4 Latin America
 - 9.4.1 Brazil
 - 9.4.1.1 Market Trends
 - 9.4.1.2 Market Forecast
 - 9.4.2 Mexico
 - 9.4.2.1 Market Trends
 - 9.4.2.2 Market Forecast
 - 9.4.3 Others
 - 9.4.3.1 Market Trends
 - 9.4.3.2 Market Forecast
- 9.5 Middle East and Africa
 - 9.5.1 Market Trends
 - 9.5.2 Market Breakup by Country

9.5.3 Market Forecast

10 SWOT ANALYSIS

10.1 Overview

10.2 Strengths

10.3 Weaknesses

10.4 Opportunities

10.5 Threats

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

12.1 Overview

12.2 Bargaining Power of Buyers

12.3 Bargaining Power of Suppliers

12.4 Degree of Competition

12.5 Threat of New Entrants

12.6 Threat of Substitutes

13 PRICE ANALYSIS

14 COMPETITIVE LANDSCAPE

14.1 Market Structure

14.2 Key Players

14.3 Profiles of Key Players

14.3.1 Amy's Kitchen Inc.

14.3.1.1 Company Overview

14.3.1.2 Product Portfolio

14.3.2 Blue Diamond Growers

14.3.2.1 Company Overview

14.3.2.2 Product Portfolio

14.3.3 Clif Bar & Company

14.3.3.1 Company Overview

14.3.3.2 Product Portfolio

14.3.4 Chiquita Brands International Sarl

14.3.4.1 Company Overview

- 14.3.4.2 Product Portfolio
- 14.3.5The Hain Celestial Group Inc.
 - 14.3.5.1 Company Overview
 - 14.3.5.2 Product Portfolio
 - 14.3.5.3 Financials
 - 14.3.5.4 SWOT Analysis
- 14.3.6Nature's Path Foods Inc.
 - 14.3.6.1 Company Overview
 - 14.3.6.2 Product Portfolio
- 14.3.7Now Health Group Inc.
 - 14.3.7.1 Company Overview
 - 14.3.7.2 Product Portfolio
- 14.3.8Organic Valley
 - 14.3.8.1 Company Overview
 - 14.3.8.2 Product Portfolio
- 14.3.9Pernod Ricard SA
 - 14.3.9.1 Company Overview
 - 14.3.9.2 Product Portfolio
- 14.3.10United Natural Foods Inc.
 - 14.3.10.1 Company Overview
 - 14.3.10.2 Product Portfolio
 - 14.3.10.3 Financials
 - 14.3.10.4 SWOT Analysis

List Of Tables

LIST OF TABLES

Table 1: Global: Non-GMO Food Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Non-GMO Food Market Forecast: Breakup by Product Type (in Million US\$), 2023-2028

Table 3: Global: Non-GMO Food Market Forecast: Breakup by Application (in Million US\$), 2023-2028

Table 4: Global: Non-GMO Food Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028

Table 5: Global: Non-GMO Food Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 6: Global: Non-GMO Food Market: Competitive Structure

Table 7: Global: Non-GMO Food Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Non-GMO Food Market: Major Drivers and Challenges

Figure 2: Global: Non-GMO Food Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Non-GMO Food Market: Breakup by Product Type (in %), 2022

Figure 4: Global: Non-GMO Food Market: Breakup by Application (in %), 2022

Figure 5: Global: Non-GMO Food Market: Breakup by Distribution Channel (in %), 2022

Figure 6: Global: Non-GMO Food Market: Breakup by Region (in %), 2022

Figure 7: Global: Non-GMO Food Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 8: Global: Non-GMO Food (Cereals and Grains) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 9: Global: Non-GMO Food (Cereals and Grains) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 10: Global: Non-GMO Food (Liquor) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 11: Global: Non-GMO Food (Liquor) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 12: Global: Non-GMO Food (Meat and Poultry) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 13: Global: Non-GMO Food (Meat and Poultry) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 14: Global: Non-GMO Food (Bakery Products) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 15: Global: Non-GMO Food (Bakery Products) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 16: Global: Non-GMO Food (Edible Oils) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 17: Global: Non-GMO Food (Edible Oils) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 18: Global: Non-GMO Food (Other Product Types) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 19: Global: Non-GMO Food (Other Product Types) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 20: Global: Non-GMO Food (Beverages) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 21: Global: Non-GMO Food (Beverages) Market Forecast: Sales Value (in Million US\$), 2023-2028

US\$), 2023-2028

Figure 22: Global: Non-GMO Food (Meat Products) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 23: Global: Non-GMO Food (Meat Products) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 24: Global: Non-GMO Food (Fruits and Vegetables) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 25: Global: Non-GMO Food (Fruits and Vegetables) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 26: Global: Non-GMO Food (Dairy Alternatives) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 27: Global: Non-GMO Food (Dairy Alternatives) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 28: Global: Non-GMO Food (Animal Feed) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 29: Global: Non-GMO Food (Animal Feed) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 30: Global: Non-GMO Food (Other Applications) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 31: Global: Non-GMO Food (Other Applications) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 32: Global: Non-GMO Food Market: Sales through Food Service Sector (in Million US\$), 2017 & 2022

Figure 33: Global: Non-GMO Food Market Forecast: Sales through Food Service Sector (in Million US\$), 2023-2028

Figure 34: Global: Non-GMO Food Market: Sales through Supermarkets and Hypermarkets (in Million US\$), 2017 & 2022

Figure 35: Global: Non-GMO Food Market Forecast: Sales through Supermarkets and Hypermarkets (in Million US\$), 2023-2028

Figure 36: Global: Non-GMO Food Market: Sales through Convenience Stores (in Million US\$), 2017 & 2022

Figure 37: Global: Non-GMO Food Market Forecast: Sales through Convenience Stores (in Million US\$), 2023-2028

Figure 38: Global: Non-GMO Food Market: Sales through Online Stores (in Million US\$), 2017 & 2022

Figure 39: Global: Non-GMO Food Market Forecast: Sales through Online Stores (in Million US\$), 2023-2028

Figure 40: Global: Non-GMO Food Market: Sales through Other Distribution Channels (in Million US\$), 2017 & 2022

Figure 41: Global: Non-GMO Food Market Forecast: Sales through Other Distribution Channels (in Million US\$), 2023-2028

Figure 42: North America: Non-GMO Food Market: Sales Value (in Million US\$), 2017 & 2022

Figure 43: North America: Non-GMO Food Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 44: United States: Non-GMO Food Market: Sales Value (in Million US\$), 2017 & 2022

Figure 45: United States: Non-GMO Food Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 46: Canada: Non-GMO Food Market: Sales Value (in Million US\$), 2017 & 2022

Figure 47: Canada: Non-GMO Food Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 48: Asia Pacific: Non-GMO Food Market: Sales Value (in Million US\$), 2017 & 2022

Figure 49: Asia Pacific: Non-GMO Food Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 50: China: Non-GMO Food Market: Sales Value (in Million US\$), 2017 & 2022

Figure 51: China: Non-GMO Food Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 52: Japan: Non-GMO Food Market: Sales Value (in Million US\$), 2017 & 2022

Figure 53: Japan: Non-GMO Food Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 54: India: Non-GMO Food Market: Sales Value (in Million US\$), 2017 & 2022

Figure 55: India: Non-GMO Food Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 56: South Korea: Non-GMO Food Market: Sales Value (in Million US\$), 2017 & 2022

Figure 57: South Korea: Non-GMO Food Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 58: Australia: Non-GMO Food Market: Sales Value (in Million US\$), 2017 & 2022

Figure 59: Australia: Non-GMO Food Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 60: Indonesia: Non-GMO Food Market: Sales Value (in Million US\$), 2017 & 2022

Figure 61: Indonesia: Non-GMO Food Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 62: Others: Non-GMO Food Market: Sales Value (in Million US\$), 2017 & 2022

Figure 63: Others: Non-GMO Food Market Forecast: Sales Value (in Million US\$),

2023-2028

Figure 64: Europe: Non-GMO Food Market: Sales Value (in Million US\$), 2017 & 2022

Figure 65: Europe: Non-GMO Food Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 66: Germany: Non-GMO Food Market: Sales Value (in Million US\$), 2017 & 2022

Figure 67: Germany: Non-GMO Food Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 68: France: Non-GMO Food Market: Sales Value (in Million US\$), 2017 & 2022

Figure 69: France: Non-GMO Food Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 70: United Kingdom: Non-GMO Food Market: Sales Value (in Million US\$), 2017 & 2022

Figure 71: United Kingdom: Non-GMO Food Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 72: Italy: Non-GMO Food Market: Sales Value (in Million US\$), 2017 & 2022

Figure 73: Italy: Non-GMO Food Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 74: Spain: Non-GMO Food Market: Sales Value (in Million US\$), 2017 & 2022

Figure 75: Spain: Non-GMO Food Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 76: Russia: Non-GMO Food Market: Sales Value (in Million US\$), 2017 & 2022

Figure 77: Russia: Non-GMO Food Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 78: Others: Non-GMO Food Market: Sales Value (in Million US\$), 2017 & 2022

Figure 79: Others: Non-GMO Food Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 80: Latin America: Non-GMO Food Market: Sales Value (in Million US\$), 2017 & 2022

Figure 81: Latin America: Non-GMO Food Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 82: Brazil: Non-GMO Food Market: Sales Value (in Million US\$), 2017 & 2022

Figure 83: Brazil: Non-GMO Food Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 84: Mexico: Non-GMO Food Market: Sales Value (in Million US\$), 2017 & 2022

Figure 85: Mexico: Non-GMO Food Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 86: Others: Non-GMO Food Market: Sales Value (in Million US\$), 2017 & 2022

Figure 87: Others: Non-GMO Food Market Forecast: Sales Value (in Million US\$),

2023-2028

Figure 88: Middle East and Africa: Non-GMO Food Market: Sales Value (in Million US\$), 2017 & 2022

Figure 89: Middle East and Africa: Non-GMO Food Market: Breakup by Country (in %), 2022

Figure 90: Middle East and Africa: Non-GMO Food Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 91: Global: Non-GMO Food Industry: SWOT Analysis

Figure 92: Global: Non-GMO Food Industry: Value Chain Analysis

Figure 93: Global: Non-GMO Food Industry: Porter's Five Forces Analysis

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