

Non-GMO Food Market Report by Product Type (Cereals and Grains, Liquor, Meat and Poultry, Bakery Products, Edible Oils, and Others), Application (Beverages, Meat Products, Fruits and Vegetables, Dairy Alternatives, Animal Feed, and Others), Distribution Channel (Food Service, Supermarkets and Hypermarkets, Convenience Stores, Online Stores, and Others), and Region 2024-2032

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Abstracts

The global non-GMO (non-genetically modified organisms) food market size reached US\$ 2.4 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 6.8 Billion by 2032, exhibiting a growth rate (CAGR) of 11.8% during 2024-2032. 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 2024-2032. 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?

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