

# **Organic Food and Beverages Market by Product Type (Organic Food, Organic Beverages), Distribution Channel (Offline, Online), and Region 2023-2028**

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## **Abstracts**

The global organic food and beverages market size reached US\$ 257.29 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 573.93 Billion by 2028, exhibiting a growth rate (CAGR) of 14.50% during 2023-2028. The growing health consciousness among individuals, favorable government initiatives, and increasing awareness about consuming non-GMO products represent some of the key factors driving the market.

Organic food and beverages comprise numerous food products, such as fruit and vegetables, organic meat, fish and poultry, dairy products, frozen and processed foods, juices, dairy, coffee, and tea, which are produced through organic farming methods. These food and beverages do not include any artificial fertilizers, synthetic pesticides, antibiotics or growth hormones, genetically modified organisms (GMOs), and radiation technology to improve or grow crop harvests. They may provide more nutrients, such as antioxidants, vitamins, zinc, magnesium, and iron, as compared to chemically produced food and beverages. They assist in improving soil quality, conservation of groundwater, and providing a healthy place for farm animals. They aid in enhancing the immune system and fight various diseases among individuals. Besides this, they are beneficial for the environment, as they reduce chemical runoff and pollution of soils and watersheds. As they are a safe and healthy food option, the demand for organic food and beverages is increasing across the globe.

### **Organic Food and Beverages Market Trends:**

At present, the rising utilization of organic food and beverages, as they minimize the consumption of toxic metals in the body as compared to conventional crops, represents one of the key factors contributing to the growth of the market. Besides this, the growing

adoption of organic food and beverages due to the increasing health consciousness among the masses worldwide is offering a favorable market outlook. Additionally, there is a rise in the high quality and chemical-free food and beverages among individuals around the world. This, coupled with the increasing adoption of healthy beverages as compared to carbonated drinks, is bolstering the growth of the market. Apart from this, the wide availability of organic food and beverages through various distribution channels, such as hypermarkets, supermarkets, and convenience, specialty, and online stores, is impelling the market growth across the globe. In addition, the increasing demand for organic food and beverages, as they decrease the risk of several food-borne illnesses, is offering lucrative growth opportunities to industry investors. Moreover, the rising consumer awareness about consuming non-GMO products is supporting the growth of the market. Furthermore, governing agencies of various countries are supporting the adoption of organic food and beverages by offering incentives for organic farming, which is strengthening the growth of the market.

#### Key Market Segmentation:

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

#### Product Type Insights:

- Organic Food
  - Organic Fruit and Vegetables
  - Organic Meat, Fish and Poultry
  - Organic Dairy Products
  - Organic Frozen and Processed Foods
  - Others
- Organic Beverages
  - Fruit and Vegetable Juices
  - Dairy
  - Coffee
  - Tea
  - Others

The report has provided a detailed breakup and analysis of the organic food and beverages market based on the product type. This includes organic food (organic fruit and vegetables, organic meat, fish and poultry, organic dairy products, organic frozen

and processed foods, and others) and organic beverages (fruit and vegetable juices, dairy, coffee, tea, and others). According to the report, organic food (organic fruit and vegetables, organic meat, fish and poultry, organic dairy products, organic frozen and processed foods, and others) represented the largest segment.

#### Distribution Channel Insights:

Offline

Online

A detailed breakup and analysis of the organic food and beverages market based on the distribution channel has also been provided in the report. This includes offline and online. According to the report, offline accounted for the largest market share.

#### 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 organic food and beverages. Some of the factors driving the North America organic food and beverages market included the growing consumer awareness, rising adoption of non-engineered products, increasing preference for eco-friendly food items, etc.

### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global organic food and beverages market. 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. Some of the companies covered include Amy's Kitchen Inc., Belvoir Fruit Farms Ltd., Danone S.A., Dole Food Company, Inc, Eden Foods Inc., General Mills Inc., Organic Valley, SunOpta Inc., The Hain Celestial Group Inc., The Kroger Company, United Natural Foods Inc., etc. Kindly 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 organic food and beverages market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global organic food and beverages market?

What is the impact of each driver, restraint, and opportunity on the global organic food and beverages market?

What are the key regional markets?

Which countries represent the most attractive organic food and beverages market?

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

Which is the most attractive product type in the organic food and beverages market?

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

Which is the most attractive distribution channel in the organic food and beverages market?

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