

The Global Market for Organic Food & Drink (2006)

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Abstracts

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Report Description:

Organic Monitor's report on The Global Market for Organic Food & Drink gives the most comprehensive analysis and updated projections on this emerging industry. Produced by continuously tracking the international organic products industry for over 5 years, this report gives detailed market & competitive information for each geographic region. Expert analysis and strategic recommendations are provided to existing producers, new entrants and exporters in the organic food industry.

Key Questions Answered:

Our expert analysis provides answers to the following questions...

- What is the size of the global organic food & drink industry? What is the growth potential?
- What is the market size by organic product categories?
- What are the leading country & regional markets for the organic products market? Which are to show the highest growth?
- What are the major organic production areas? What countries are the major organic food producers?
- Who are the leading organic food & drink producers globally and in each region?
- What companies are the leading importers and distributors of organic products?
- Who are the leading organic food & drink retailers in each region?
- What mergers & acquisitions have occurred in the organic foods industry in recent years? What companies have been involved?
- What is the future growth outlook in terms of organic production and organic food

sales?

- What are the business opportunities in the organic food industry?
- What recommendations can be given to new entrants, existing producers and investors?

Geographical Coverage

North America

Western, Central & Eastern Europe

Asia

Australasia

Latin America

Africa

Other (Middle-East, Russia, etc.)

Research Highlights:

Organic is the fastest growing sector of the food industry with global sales projected to surpass the US \$40 billion mark in 2007. Exceptionally high market growth rates are leading to undersupply in various regions because organic food supply is not keeping pace with demand.

The North American and European regions are most affected by supply shortages. American organic food producers & retailers are importing organic products from the four corners of the world. European organic food producers are investing in organic farming projects in third world countries to 'lock-in' supply of organic products.

The largest increases in organic food production have been in Asia, Africa and Latin America. All three regions have reported triple-digit growth in organic farmland since 2000. Although production of organic foods has become global, the proliferation in organic standards is fragmenting the organic food industry.

Fresh produce is the leading organic product category. Fruit & vegetables like apples, oranges, carrots and potatoes are typical entry points for consumers buying organic products. Their fresh nature appeals to consumers seeking healthy & nutritious foods. Dairy products and beverages are the next most important organic product categories.

Research Methodology

This report on The Global Market for Organic Food & Drink has been mainly produced by primary research. Interviews were conducted with leading producers, distributors and retailers of organic products in each region. Information was also gathered from organic trade associations, certification bodies, industry observers and retailer in-store visits. Secondary research was used to corroborate and verify primary data. Secondary data sources include our proprietary in-house databases, magazines & trade press, company literature and independent databases.

How You Will Benefit From This Report

Since this report provides the most comprehensive analysis on the global organic food industry, it is an invaluable resource to executives / organisations looking for information on the organic products industry. Expert analysis and strategic insights make the report equally useful to new entrants and companies already active in the organic food industry.

The report gives a thorough analysis of the global organic food industry, enabling the reader to make decisions on business opportunities and market plans. Market information includes market size by countries and product categories, historic & projected market growth rates, revenue forecasts, market drivers & restraints. Competitive information includes supply-side overview, sales breakdown by channels, retailer analysis, profiles of leading companies (producers, importers and retailers). Other information includes organic certification & standards, consumer behaviour and future outlook.

The report is useful for:

- CEOs and senior managers to assess the business potential of this emerging market and make investment decisions
- Marketing managers & executives to identify marketing opportunities, prospective customers and develop marketing / sales plans
- Business development managers to identify business opportunities, strategic partners and investment openings
- Financial institutions & investors to understand the revenue potential of this emerging industry and make investment decisions
- Advertising & marketing agencies to identify potential partners in this emerging industry and to get a better understanding of consumer behaviour to develop marketing / advertising programmes
- Information and research centre librarians to provide a one-stop information resource

on this emerging industry, which is vital for marketing executives, market researchers, product & brand managers, and senior management.

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Associations & Others

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Producers & Distributors
Retailers
Associations & Others
North America
Producers & Distributors
Retailers
Associations & Others

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