

# The North American Market for Organic Food & Drink

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## Abstracts

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### Report Description:

Organic Monitor's report on The North American Market for Organic Food & Drink provides updated market & competitive information on this fast growing market. Produced by continuously tracking the organic products industry since 2001, this report provides expert analysis and strategic recommendations to existing participants, new entrants, and investors.

### Key Questions Answered:

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

- What is the size of the North American organic food & drink market? What is the growth potential?
- What is the market size by organic product categories?
- What is the market size of country markets? Which are to show the highest growth?
- What organic crops are grown in North America? What sectors are experiencing undersupplies?
- Who are the leading organic food & drink producers in USA and Canada?
- What companies are the leading importers and distributors of organic products?
- Who are the leading organic food & drink retailers in each country?
- What is the future growth outlook in terms of organic production and organic food sales?
- What are the business opportunities in the North American organic food industry?
- What recommendations can be given to new entrants, existing producers and investors?

## **Research Highlights:**

The North American market for organic food and drink is grappling with undersupply. Consumer demand for organic products is outpacing supply with most categories experiencing product shortages.

Organic product sales have been increasing at rapid rate for a number of years. The US market has reported accelerated growth since the USDA implemented the National Organic Program (NOP) in 2002. The Canadian market is expected to get a similar boost when national organic regulations are introduced. Consumer demand for organic foods is strengthening as consumers turn to healthy & nutritious foods.

Some of the largest organic food companies in the world are based in North America. Many, like Hain Celestial and Whole Foods Market, are expanding internationally. However, conventional food companies like Heinz and Unilever are showing a large rise in market share. The 'Wal-Mart effect' is predicted to strengthen the market position of such companies. Natural food retailers are also feeling the heat as retail competition steps up in the organic food market. Conventional grocery retailers are expanding their organic food ranges by developing private labels, whilst some are going as far as opening dedicated retailers for organic products.

## **Research Methodology**

This report on The North American Market for Organic Food & Drink has been mainly produced by primary research. Interviews were conducted with leading organic food producers, distributors and retailers in each country. 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 an in-depth analysis of the North American organic food market, it is an invaluable resource to executives / organizations looking for market information. Expert analysis and strategic insights make the report equally useful to new entrants and companies already active in the organic food industry.

The report enables readers 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.

## Contents

### **THE NORTH AMERICAN MARKET FOR ORGANIC FOOD & DRINK**

Industry Overview  
Organic Farmland  
Regulations & Standards  
Market Drivers  
Market Restraints  
Revenue Forecasts  
Country Analysis

### **COMPETITIVE ANALYSIS**

Sales Channels  
Retailer Analysis  
- Mainstream Retailers  
- Natural Food Retailers  
Category Analysis  
Consumer Behaviour  
Business Opportunities  
List of Selected Companies  
- Producers & Distributors  
- Retailers  
- Associations & Others

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