Organic Foods and Natural Products Market Forecasts to 2034 – Global Analysis By Product Type (Organic Fruits & Vegetables, Organic Dairy Products, Organic Meat, Poultry & Seafood, Organic Grains, Cereals & Pulses, Organic Bakery & Confectionery, Organic Beverages, Organic Packaged & Processed Foods, Natural Personal Care & Cosmetics and Natural Household Products), Form, Distribution Channel, End User and By Geography

https://marketpublishers.com/r/O49DB3E4D132EN.html
Date: July 2026
Pages: 0
Price: US$ 4,150.00 (Single User License)
ID: O49DB3E4D132EN

Abstracts

According to Stratistics MRC, the Global Organic Foods and Natural Products Market is accounted for $190.6 billion in 2026 and is expected to reach $567.0 billion by 2034 growing at a CAGR of 14.6% during the forecast period. Organic foods and natural products are increasingly preferred due to rising health awareness and environmental concerns among consumers. Produced without artificial chemicals, pesticides, or genetically engineered ingredients, they offer a safer and more eco-friendly option. Many people consider these products to be healthier, fresher, and more sustainable than traditional alternatives. The surge in demand is supported by growing interest in clean-label products, food safety, and responsible agricultural methods. Moreover, natural items in personal care and home use are becoming popular because of their non-toxic composition. This upward trend is likely to persist as consumers continue prioritizing health, sustainability, and overall well-being.

According to the USDA Economic Research Service, U.S. organic retail sales reached $69.7 billion in 2023, showing sustained growth over the past two decades. Similarly, the Organic Trade Association reported that in 2024, organic sales climbed further to

$71.6 billion, growing at double the rate of the overall food marketplace.

Market Dynamics:

Driver:

Rising health awareness

Growing concern for health and well-being is strongly influencing the expansion of the organic foods and natural products market. People are increasingly aware of the harmful impacts of processed and chemically treated foods, prompting them to choose organic options that are considered more natural and beneficial. The rise in chronic illnesses like diabetes, obesity, and cardiovascular diseases has further motivated healthier dietary preferences. Since organic products do not contain artificial chemicals or pesticides, they are widely seen as a safer alternative. This evolving consumer preference is driving increased demand for organic produce, dairy items, and packaged goods across global markets.

Restraint:

High cost of organic products

The premium pricing of organic foods and natural products acts as a key limitation for market expansion. Producing organic goods involves labor-heavy methods, compliance with certification standards, and often reduced output, which raises overall costs. These expenses lead to higher retail prices, making such products less accessible to budget-conscious consumers, particularly in emerging markets. Additionally, smaller production volumes and costly logistics increase price pressures. Due to these financial constraints, many consumers are reluctant to consistently purchase organic items, which hamper broader market penetration and limits growth potential among diverse consumer segments worldwide.

Opportunity:

Growth of online and direct-to-consumer channels

The expansion of digital sales platforms and direct-to-consumer strategies is creating major growth prospects in the organic foods and natural products industry. Online channels allow companies to connect directly with customers, reducing dependence on physical stores. Shoppers enjoy the ease of browsing a wide range of products along with detailed information about their origin and quality. Features such as subscription services and customized recommendations are improving customer satisfaction and retention. Enhanced delivery systems and secure payment methods are further supporting this trend. This shift toward digital commerce is enabling brands of all sizes to broaden their market reach and boost overall sales performance.

Threat:

Intense market competition

Rising competition within the organic foods and natural products industry poses a major threat to market participants. Both global corporations and small-scale producers are entering the sector, increasing the number of available options for consumers. Large firms leverage strong distribution networks and branding, while local players often compete on price, making the market highly competitive. This environment makes it harder for businesses to stand out and sustain profit margins. Continuous investment in innovation and promotional activities becomes necessary, adding to operational expenses. Such competitive pressures can limit growth opportunities and create challenges for maintaining a stable position in the market.

Covid-19 Impact:

The outbreak of COVID-19 significantly influenced the organic foods and natural products industry, causing early disruptions in manufacturing and distribution due to restrictions and workforce limitations. At the same time, it boosted demand as individuals became more focused on maintaining health and strengthening immunity. Consumers increasingly turned to organic options, viewing them as safer and more natural alternatives. The rapid rise of online grocery platforms also made these products more accessible. Although supply chain issues persisted, the pandemic ultimately reinforced consumer preference for nutritious and eco-friendly products, contributing to sustained market growth across global regions.

The organic fruits & vegetables segment is expected to be the largest during the forecast period

The organic fruits & vegetables segment is expected to account for the largest market share during the forecast period because they are widely consumed and strongly preferred by health-conscious consumers. As fresh produce is a daily necessity, many individuals begin their organic journey with these items due to concerns about pesticide exposure and overall well-being. Rising awareness regarding healthy eating habits and food quality has significantly increased their demand. Moreover, these products are more easily accessible and comparatively affordable than other organic categories. Their strong presence in supermarkets and local stores, along with consistent consumer demand, makes them the leading segment in the global organic market.

The foodservice segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the foodservice segment is predicted to witness the highest growth rate, driven by increasing consumer interest in healthier dining experiences. Establishments such as restaurants, cafes, and hotels are adopting organic ingredients to cater to demand for natural and high-quality meals. Rising awareness of nutrition and sustainability is influencing customers to prefer outlets that provide organic options. The popularity of upscale dining and farm-to-table practices is also contributing to this growth. Furthermore, urbanization and shifting lifestyle patterns are fueling demand, positioning the foodservice segment as the fastest expanding category in the organic market.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, driven by a well-informed consumer base and high spending capacity. People in this region increasingly choose organic options as part of their focus on health and wellness. The strong retail infrastructure, including supermarkets and e-commerce channels, makes these products easily accessible. Moreover, the presence of major industry participants and clear regulatory standards enhances product reliability and consumer confidence. Growing interest in environmentally friendly and clean-label products is further boosting demand, establishing North America as the leading region in the global organic market.

Region with highest CAGR:

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR, fuelled by increasing urban development, higher income levels, and greater awareness of health and nutrition. A rapidly expanding middle class in countries like China, India, and Japan is boosting demand for premium and safe food options. Improved distribution channels, including modern retail stores and e-commerce, are making organic products more accessible. Supportive government policies encouraging sustainable farming practices are also contributing to this expansion. Evolving consumer preferences toward healthier lifestyles are further driving strong market growth across the region.

Key players in the market

Some of the key players in Organic Foods and Natural Products Market include Dole Food Company, Inc., Whole Foods Market L.P., Sprouts Farmers Market, Inc., SunOpta, Nestl?, Hain Celestial Group, Danone, Stonyfield Farm, United Natural Foods, Inc., The Hershey Company, General Mills, Inc., Conagra Brands, Inc., Organic Valley, Eden Foods, Nature's Path Foods, Amy's Kitchen, MOM's Organic Market and Cargill, Inc.

Key Developments:

In June 2026, Nestl? is partnering with US-based biotechnology company Helaina to advance early-life nutrition. The multiyear partnership aims to understand new bioactive proteins and their role in early-life development. The Swiss company says the work will contribute to its ongoing efforts to translate scientific insights into nutrition solutions for specific health benefits.

In March 2026, Danone and Arcor announce a new chapter in their strategic alliance in Argentina, creating a joint venture focused on the local dairy market. The joint venture will also open new growth opportunities in the dairy market through its eleven production plants located in the region, where, among other products, milk, dulce de leche, cheeses, butters, creams, yogurts, and desserts are produced.

In September 2025, General Mills Inc. has introduced a new cereal offering in partnership with Hormel Black Label: Cinnamon Toast Crunch bacon-flavored cereal. Building off the success of last year’s collaboration between both companies, the new limited edition cereal product combines the Cinnamadust of General Mill’s Cinnamon Toast Crunch cereal with the smoky flavor of Hormel’s Black Label bacon.

Product Types Covered:

- Organic Fruits & Vegetables
- Organic Dairy Products

- Organic Meat, Poultry & Seafood
- Organic Grains, Cereals & Pulses
- Organic Bakery & Confectionery
- Organic Beverages
- Organic Packaged & Processed Foods
- Natural Personal Care & Cosmetics
- Natural Household Products

Forms Covered:

- Fresh
- Frozen
- Dried & Dehydrated
- Ready-to-Eat & Processed

Distribution Channels Covered:

- Supermarkets & Hypermarkets
- Specialty Organic Stores
- Convenience Stores
- Online Retail & E-commerce
- Direct-to-Consumer

+357 96 030922
info@marketpublishers.com

End Users Covered:

- Household Consumers
- Foodservice
- Institutional Buyers

Regions Covered:

- North America
  - United States
  - Canada
  - Mexico
- Europe
  - United Kingdom
  - Germany
  - France
  - Italy
  - Spain
  - Netherlands
  - Belgium
  - Sweden
  - Switzerland

+357 96 030922
info@marketpublishers.com

- Poland
- Rest of Europe

Asia Pacific

- China
- Japan
- India
- South Korea
- Australia
- Indonesia
- Thailand
- Malaysia
- Singapore
- Vietnam
- Rest of Asia Pacific

South America

- Brazil
- Argentina
- Colombia
- Chile
- Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of Africa

What our report offers:

Market share assessments for the regional and country-level segments

Strategic recommendations for the new entrants

Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

+357 96 030922
info@marketpublishers.com

Contents

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

9 GLOBAL ORGANIC FOODS AND NATURAL PRODUCTS MARKET, BY GEOGRAPHY

9.1 North America
  9.1.1 United States
  9.1.2 Canada
  9.1.3 Mexico
9.2 Europe
  9.2.1 United Kingdom
  9.2.2 Germany
  9.2.3 France
  9.2.4 Italy
  9.2.5 Spain
  9.2.6 Netherlands
  9.2.7 Belgium
  9.2.8 Sweden
  9.2.9 Switzerland
  9.2.10 Poland
  9.2.11 Rest of Europe
9.3 Asia Pacific
  9.3.1 China
  9.3.2 Japan
  9.3.3 India
  9.3.4 South Korea
  9.3.5 Australia
  9.3.6 Indonesia
  9.3.7 Thailand
  9.3.8 Malaysia
  9.3.9 Singapore
  9.3.10 Vietnam
  9.3.11 Rest of Asia Pacific
9.4 South America
  9.4.1 Brazil
  9.4.2 Argentina
  9.4.3 Colombia
  9.4.4 Chile
  9.4.5 Peru
  9.4.6 Rest of South America

+357 96 030922
info@marketpublishers.com

List Of Tables

LIST OF TABLES

+357 96 030922
info@marketpublishers.com

Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) Regions are also represented in the same manner as above.

+357 96 030922
info@marketpublishers.com

I would like to order

Product name: Organic Foods and Natural Products Market Forecasts to 2034 – Global Analysis By Product Type (Organic Fruits & Vegetables, Organic Dairy Products, Organic Meat, Poultry & Seafood, Organic Grains, Cereals & Pulses, Organic Bakery & Confectionery, Organic Beverages, Organic Packaged & Processed Foods, Natural Personal Care & Cosmetics and Natural Household Products), Form, Distribution Channel, End User and By Geography

Product link: https://marketpublishers.com/r/O49DB3E4D132EN.html

Price: US$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/O49DB3E4D132EN.html