

# Organic Food: Coronavirus and the Future

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## INTRODUCTION

Scope

Key findings

Organic packaged food sales grew in 2020 despite the economic crisis

Health, sustainability and new priorities drive organic food sales

## A FOCUS ON HEALTH AND FOOD SAFETY

COVID-19 has made preventative health a priority for many consumers

Organic products are sought for reassurance on food safety

Focus on food safety favours baby food , the door opener for organic

Organic labels make indulgent products more permissible

## SUSTAINABILITY AND ANIMAL WELFARE

Organic food grows based on environmental and local economy concerns

Animal welfare reinforces organic food growth

## MARKET MATURITY AND NEW CONSUMER PRIORITIES

Affordability is still a challenge for organic , especially for some categories

Companies use organic claims as a means for premiumisation

However , as markets mature organic food price gap tends to decline

Expansion of private label makes organic food markets more competitive

Organic has also benefited from changes in consumer priorities

## OUTLOOK

The US leads in terms of size , but China is expected to grow fast in future

European markets receive regulatory push and Yili scales up organic dairy

Organic is top of mind in countries with an emerging organic trend

E- commerce is the channel to look out for in organic packaged food

Key takeaways: opportunities and challenges for organic food

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