

Organic Food: Coronavirus and the Future

March 2021

Table of Contents

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

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/organic-food-coronavirus-and-the-future/report.