

2016 Global Organic Report

Understanding the Organic Marketplace & Shopper Trends *Detailed Outline*

➤ **Background:**

A growing interest in healthy eating and a desire for increased transparency within the food and beverage industry have helped fuel growth in the organic market. This comprehensive research report from HealthFocus International explores the topic of organic on a global scale, across 16-key countries, in order to better understand this shopper trend and help guide companies in their communications and product development.

➤ **Countries Covered:**

- AMERICAS: USA, Canada, Brazil, Mexico
- EUROPE: France, Germany, Italy, Russia, Spain, UK
- ASIA/PACIFIC: Australia, China, Japan, India, Indonesia, Philippines

➤ **Section Overviews & Topics Covered:**

I. Summary and Opportunities

II. Global Organic Market Growth and Value Proposition

- How interested are shoppers in organic foods?
- In which markets are organic ingredients a key driver?
 - How often do shoppers choose foods/beverages because they are made with organic ingredients? (Always/Usually)
- What role does organic play in purchasing decisions?
 - Brand influence: How important are the following factors in influencing you to try a different brand food or beverage?
 - Contains organic ingredients
 - How does organic compare to other brand influences such as price, taste, nutrition, natural ingredients, minimally processed, etc.?
- Does organic add value?
 - In which regions do shoppers believe organic foods are worth paying a slight premium for?
 - Are shoppers willing to pay up to 10% more for foods or beverages that are certified organic?

- How does willingness to pay for organic compare to other attributes—like natural, healthier, free-from additives/preservatives, less processed, produced by environmentally sensitive companies, etc.?

III. Organic Goes Mainstream

- How does a growing interest in healthy eating impact organic demand?
 - To what degree does being organic make foods and beverage seem healthier?
 - Why do organic foods seem healthier?
- Which attributes/benefits do shoppers associate with organic foods?
 - Uncover the existing associated benefits and reveal opportunities to strengthen certain associations.
 - Organic foods are:
 - Better quality than non-organic foods
 - More nutritious than non-organic foods
 - Fresher than non-organic foods
 - Better tasting than non-organic foods
 - Safer to eat than non-organic foods
 - Grown without pesticides or herbicides
 - Chemical/residue free
 - Not genetically modified
- In which markets is organic consumption growing the most?
 - Changes in use: In the past two years have shoppers increased or decreased their use of organic foods?
- Which markets have the most frequent users of organic foods?
 - Self-reported usage: Use organic foods once a week or more

IV. Clean and Green Organic Labeling

- How is the organic market benefiting from a growing interest in “free-from” eating and increased demand for ethical and sustainable products?
- Food concerns: What are shoppers trying to avoid?
 - What are the top food concerns among shoppers globally? Uncover the level of concern among shoppers regarding things like:
 - Contaminated food ingredients
 - Pesticides in foods
 - Growth hormones in animal products
 - Antibiotics in animal products
 - GMOs (genetically modified foods)
 - Food preservatives
 - Irradiation of fruits and vegetables
 - Artificial sweeteners
 - Artificial flavors

- Food colorings
- Sodium
- Sugar
- Saturated fats
- How important is “Certified organic” labeling?
 - Where does organic fall in comparison to other key label statements such as:
 - Fresh
 - No preservatives
 - Grown without pesticides
 - Natural
 - GMO Free
 - Locally made
 - Fair trade
 - No artificial sweeteners
 - No artificial colors
 - No artificial flavors
- Organic vs. Natural
 - Where does organic stand relative to natural?
 - Do shoppers differentiate between organic and natural or do they think organic foods are the same as “all natural” foods?
 - Perceptions: How does being organic compare to using natural ingredients in terms of making foods and beverages seem healthier?
- Where does organic stand within the “clean” category?
 - How does interest in organic compare to less defined indicators of clean products, such as:
 - “Free-from” labels
 - Foods that contain only ingredients that I recognize
 - Foods that have fewer ingredients on the label
- Understanding the role of genetic modification relative to organic growth.
 - Is a growing interest in “GMO-free” an opportunity for organic growth or is it a barrier?
 - How important is “GMO-free” on labels?
 - In which regions are shoppers most concerned about GMOs?
- What role does sustainability, environmental impact and ethical practices play in shopper decision making?
 - Do shoppers believe organic foods are safer for the environment?
 - In which regions do environmental issues have the strongest impact on food and beverage selection?
 - Are shoppers willing to pay a premium—of up to 10% more—for foods and beverages produced by environmentally sensitive companies?

- Where does organic stand compared to other “eco-labels” such as locally made and fair trade?
- How concerned are shoppers about the treatment of animals in the food supply?

V. Understanding the Target Shoppers: Millennials vs. Boomers

- The “Millennials vs. Boomers” section profiles Millennials as a key target shopper segment, detailing their strong potential relative to many organic topics such as:
 - How do organic ingredients drive food and beverage selection among Millennials compared to Boomers?
 - How important is organic in terms of labeling and brand influence?
 - Is price a barrier for Millennials?
 - Do they think organic foods are worth paying a slight premium?
 - Are they willing to pay up to 10% more for certified organic?
 - How does the value of organic compare vs. other attributes like natural, healthier, less processed, etc.?
 - Are Millennials heavier users of organic foods? Have they increased usage of organic foods in the past two years?
 - How does their interest in organic foods compare to other clean label trends like recognizable ingredients, “free-from” labels and shorter ingredient lists?
 - Do they have a strong understanding of the benefits associated with organic?

VI. Understanding the Target Shoppers: Parents

- The “Parents” section profiles shoppers with children under 18 living in the household as a key target shopper segment, detailing their strong potential relative to many organic topics such as:
 - Brand influence: How important are organic ingredients in getting shoppers to purchase products for their children?
 - How does organic compare to other brand influences for children such as better nutrition, no artificial sweeteners, natural ingredients, etc.?
 - Labeling importance: How do parents compare to shoppers without children under 18 living at home?
 - How do organic ingredients drive food and beverage selection?
 - How does their interest in organic foods compare to other clean label trends like recognizable ingredients, “free-from” labels and shorter ingredient lists?
 - Are Parents heavier users of organic foods? Have they increased usage of organic foods in the past two years?
 - Do they think being organic makes foods/beverages seem healthier?
 - Is price a barrier for Parents?
 - Do they think organic foods are worth paying a slight premium?
 - Are they willing to pay up to 10% more for certified organic?