



The French Organic Market

BIOFACH – Feb. 17th 2021

The European market for organic food



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French observatory of the organic sector



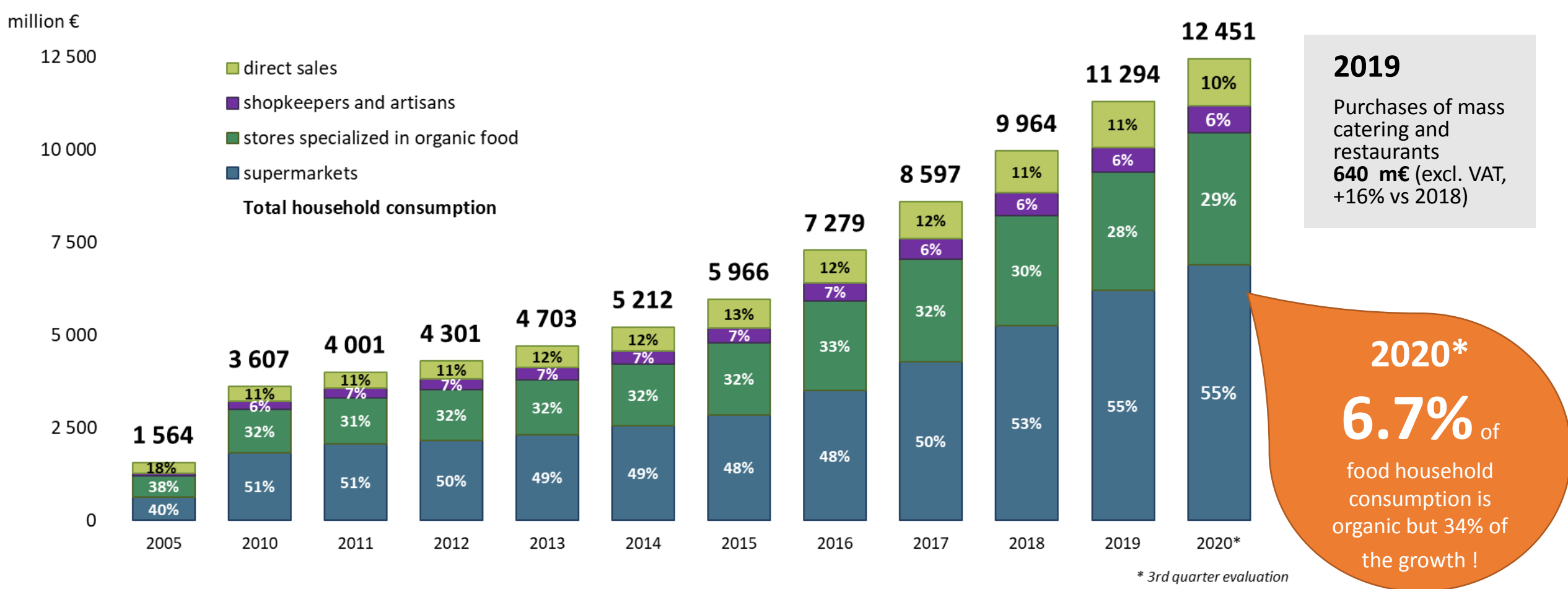
Summary

Agence bio (our missions)
Market 2019 and trends 2020,
Production (land use, breeding)
Consumer's perception 2019 and 2020



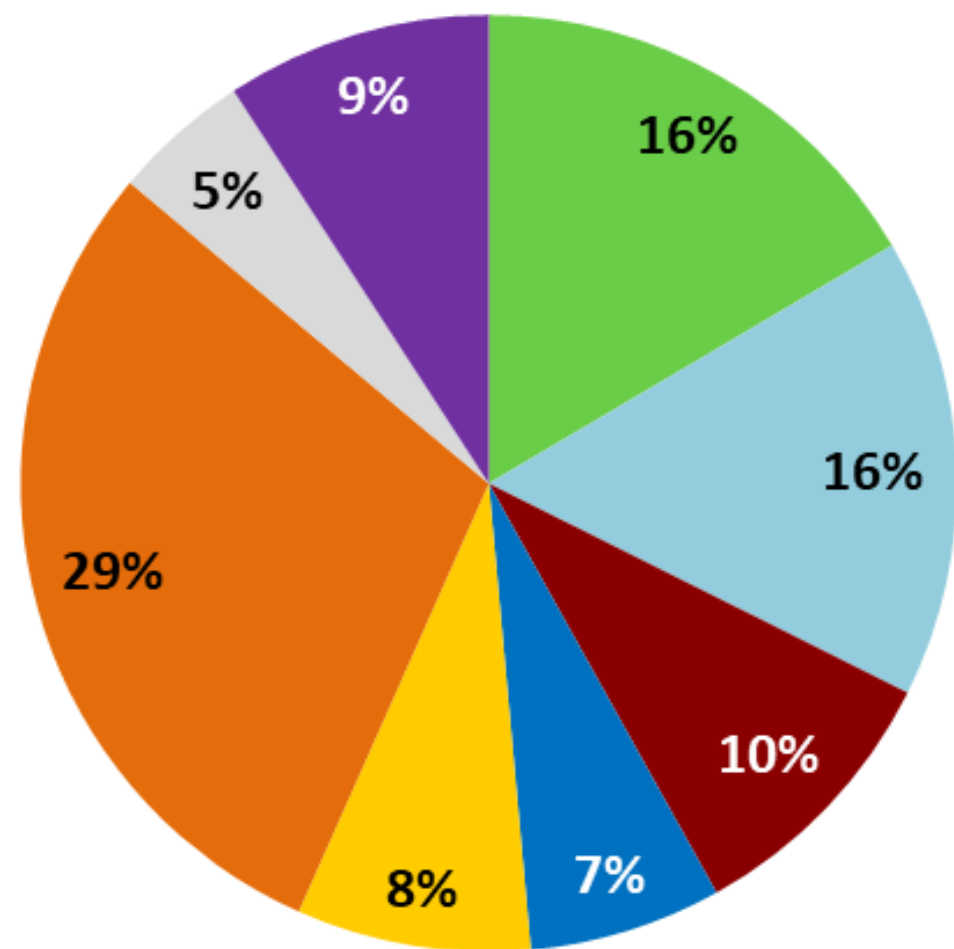
French Organic Market doubled every 5 years and reached 12 billion € in 2020*

source : Agence BIO/ ANDi 2020



Product shares in the organic food market

source : Agence BIO/ ANDi 2020



Fruits and vegetables

Dairy products ↗

Meat

Seafood, delicatessen, frozen foods ↗

Bakery ↗

Grocery ↗

Non alcoholic beverages

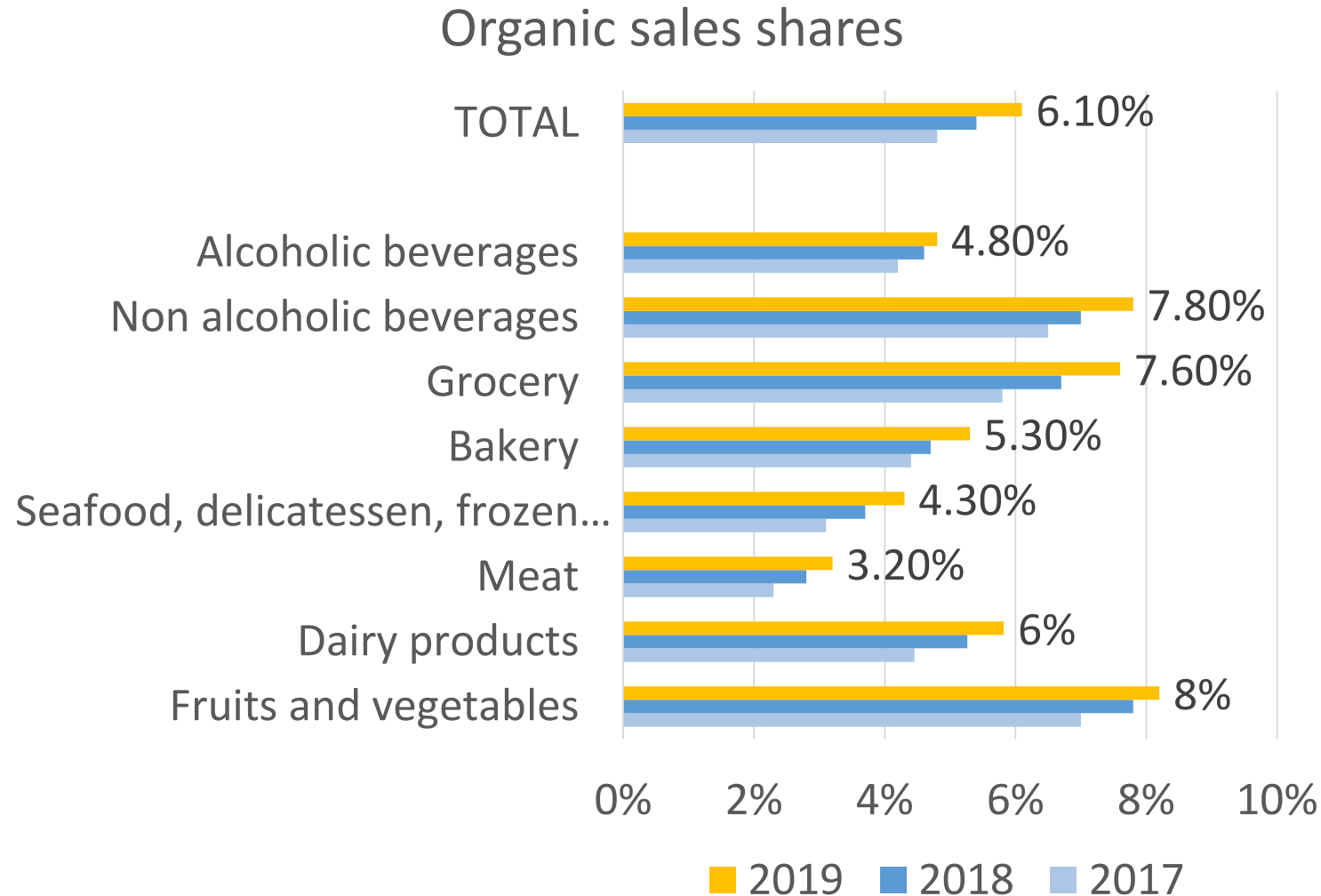
Alcoholic beverages

↗ : over +15%

49 %
fresh and
refrigerated
shelves
vs. 53% 2018

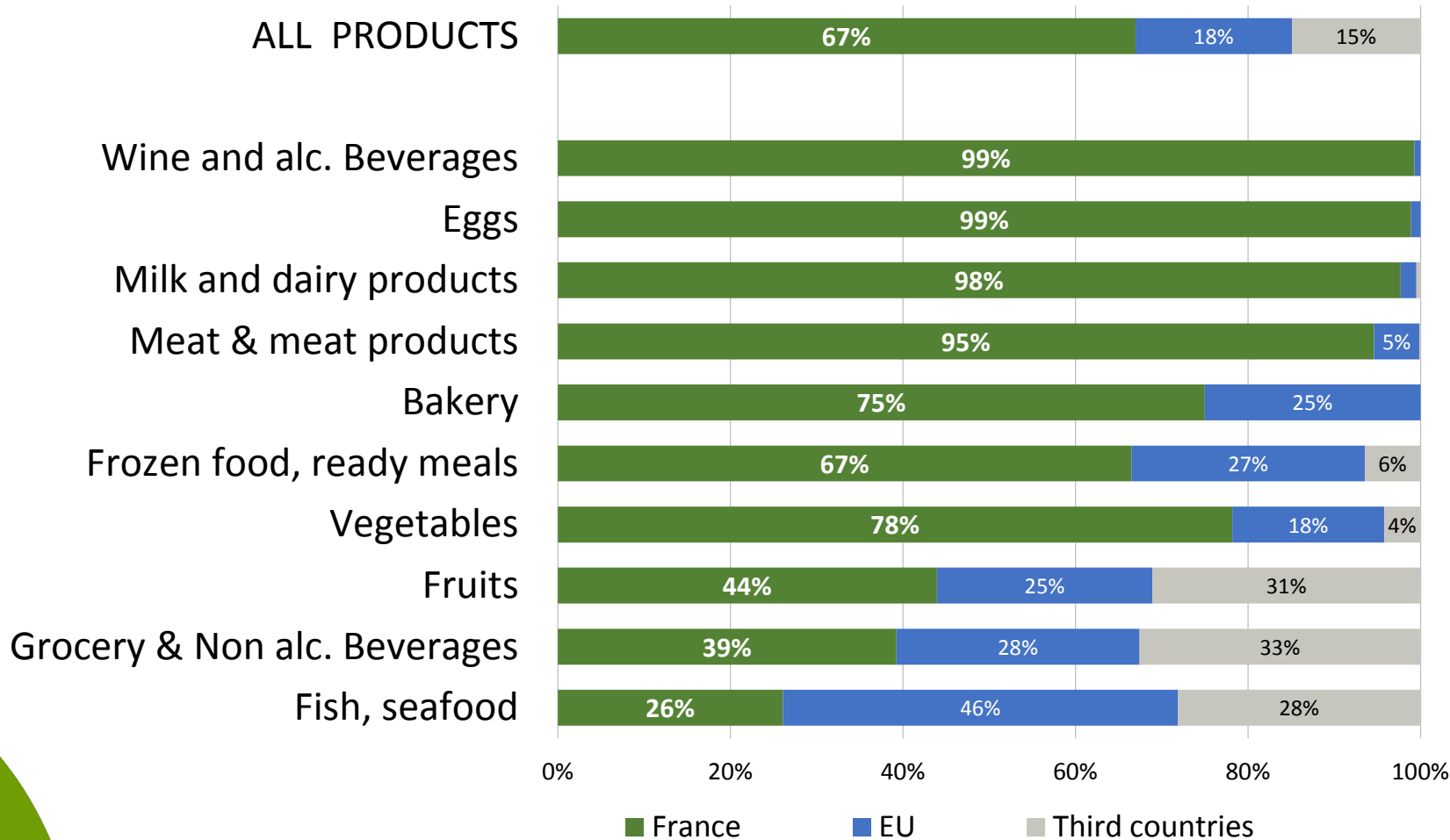
Share of organic products in their market

source : Agence BIO/ ANDi 2020



Origin of organic food consumed in France

source : Agence BIO/ ANDi 2020



2019

Exports 827 M€

(+ 6 % vs 2018)

57 % Wine

24 % Grocery

6,5 % Fruits & Vegetables

7,5 % Dairy and Meats

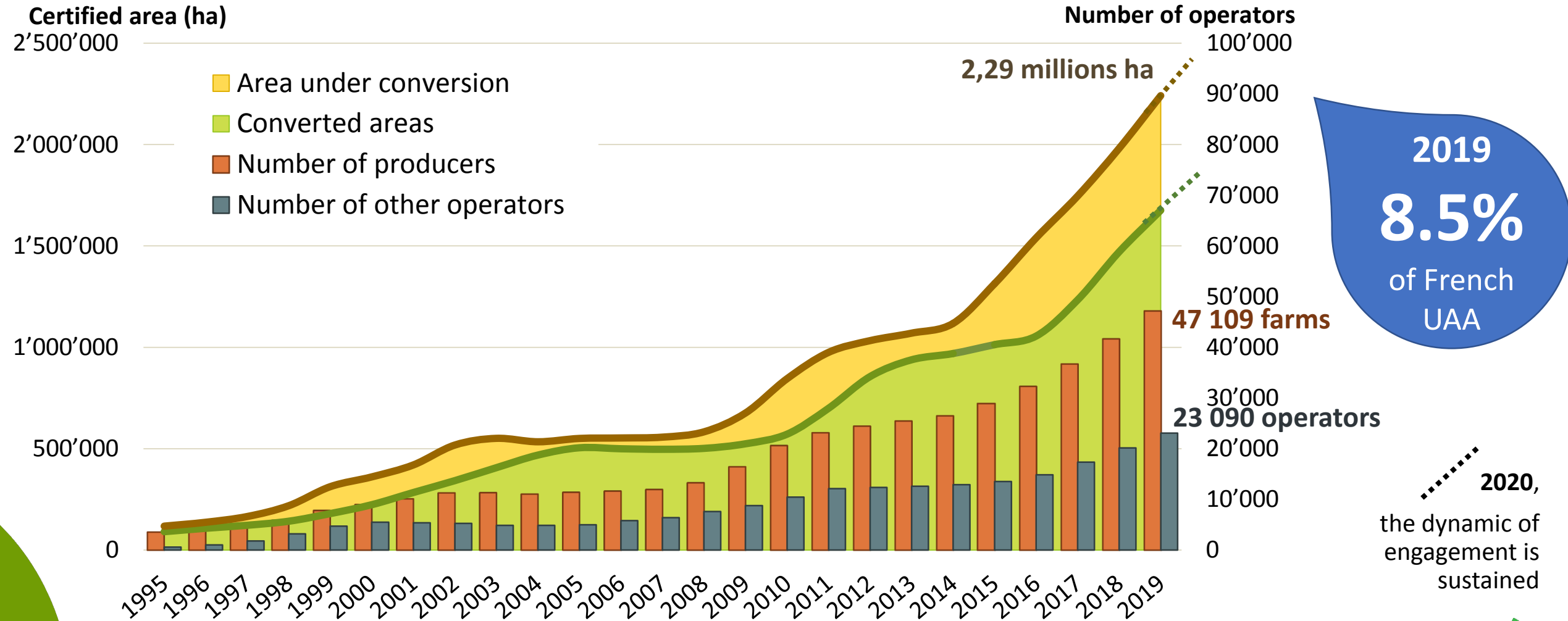
2019

33%

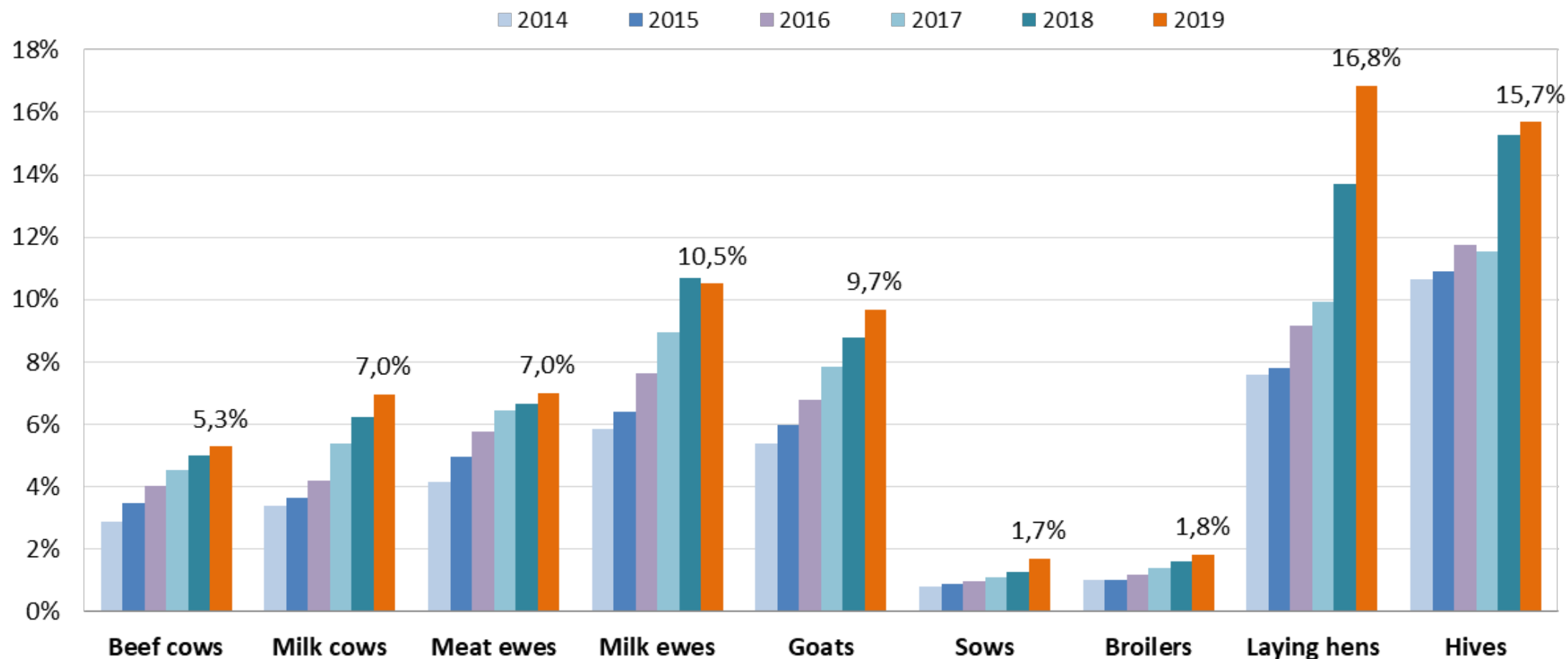
of the whole
sales value is
imported

Evolution of the French organic production

source : Agence BIO/ Control bodies 2020

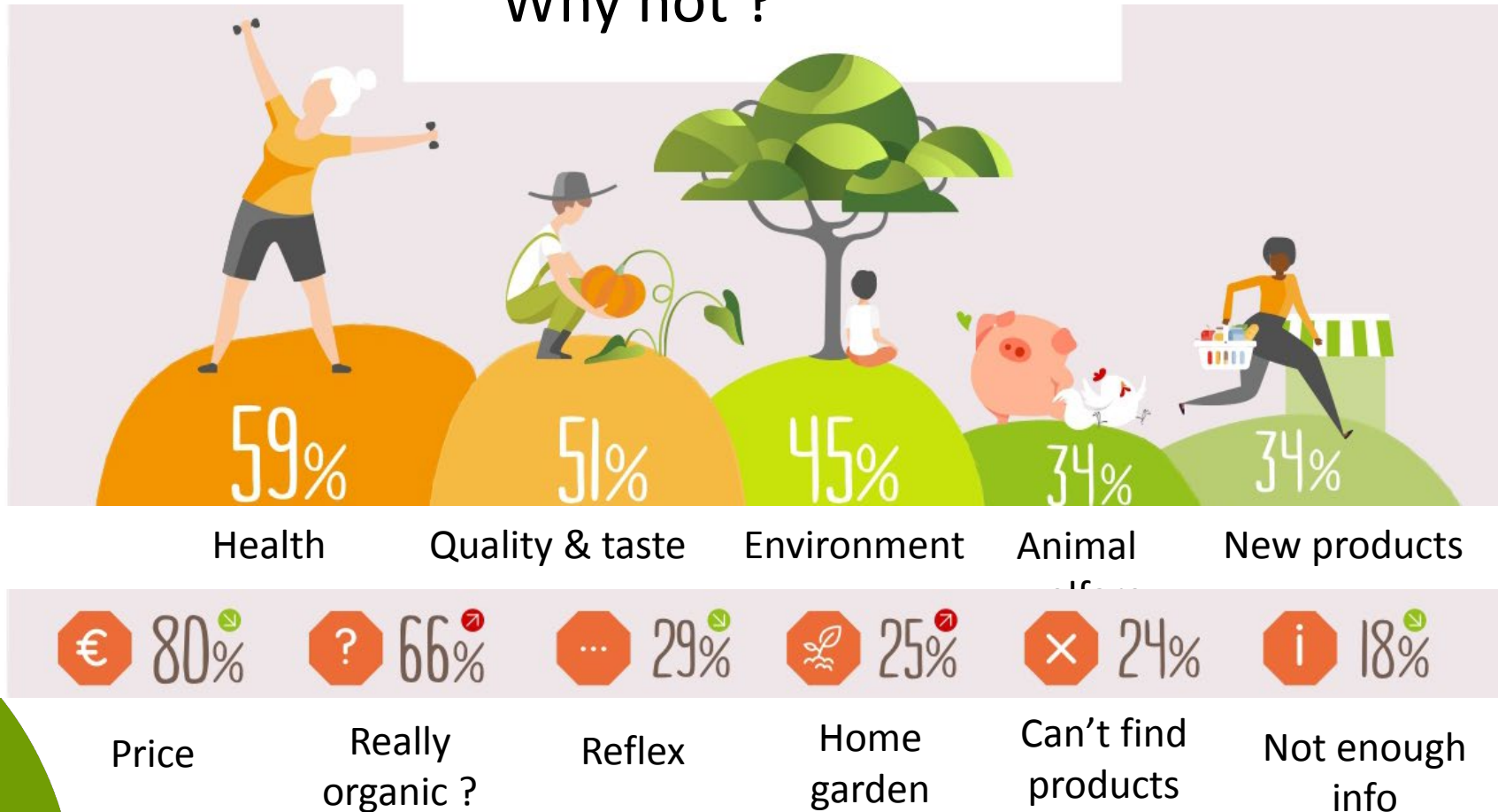


Evolution of the organic share of the livestock

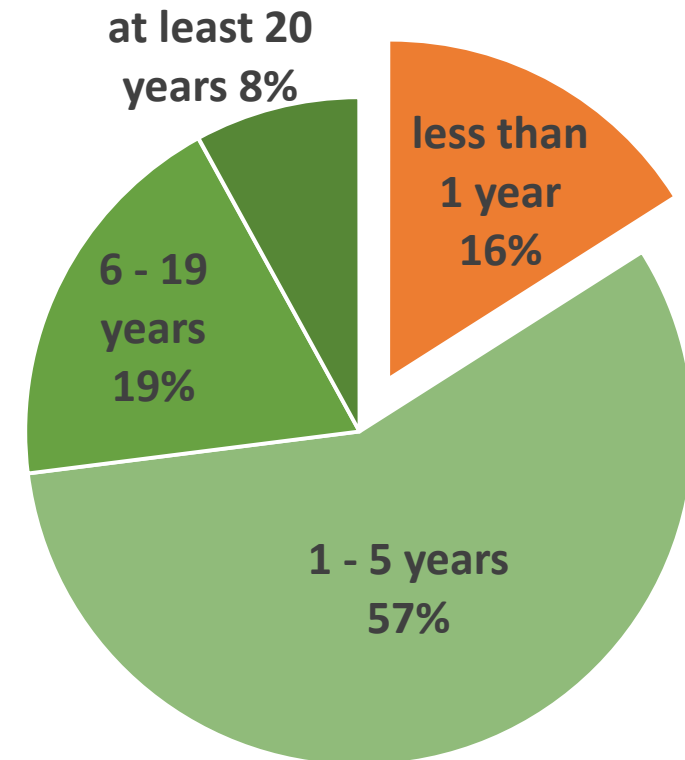


Consumer's perception

○ Why buying organic ?
Why not ?



○ New consumers



Any effect of the health crisis ?

- Organic as a **refuge**
(eggs, fruits & vegetables)
- **Limited supplies** in conventional (flour)
- **Local buying** as organic is especially embodied in direct selling in France (fruits & vegetables)

But

- Organic market did not recruit “new” consumers (61% were already buyers),
- Back to their usual consuming habits

67% have confidence

looking for
reinsurance “local”
and Fairtrade ?
consistency of the
story behind the
product ?

Thank you !

Let's keep in touch



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Cécile



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