

The organic market in Germany - highlights 2020

BIOFACH CONGRESS

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The organic market in Germany - Highlights 2020



- Corona and the rising inhouse consumption pushed the organic market tremendously
- Consumers more often decided for organic, healthy, and sustainable products when cooking at home
- Trend to one-stop-shopping
- Organic market grew twice as fast as the general food market
- Production costs have increased (hygiene, distribution, labour force)
- Higher prices for fruit, vegetables and meat, stable consumer prices for most of the other products, while conventional products became more expensive
- Meat, Poultry, milk and meat substitutes, flour, fruit and vegetables grew most,
- Imports of cereals, potatoes, fruit, milk have decreased with bigger domestic supply
- **Organic Market grew by 22.3 % up to 14.99 billion EUR – approx. 6.4 % organic share of the food market**

22 % more organic sales, nearly 15 billion EUR

Organic food sales in Germany, in billion EUR excl. Catering



Insgesamt

Other sales channels

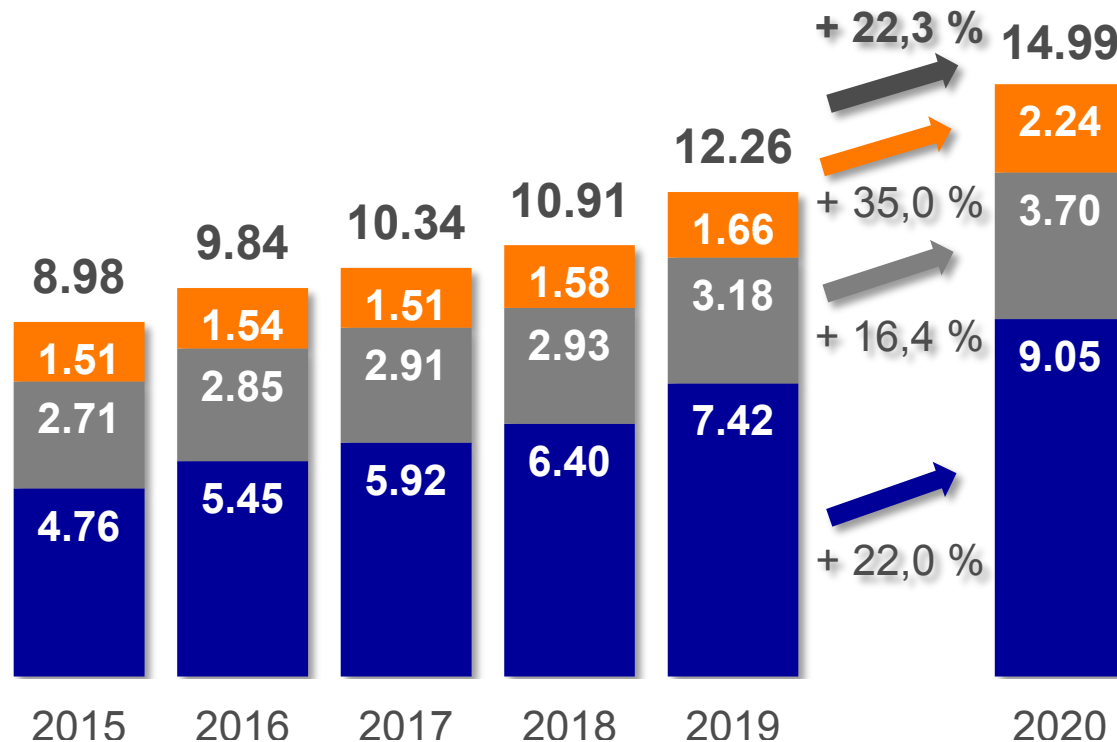
Bakeries, butchers, fruit & vegetable shops, farmer's markets, small farm shops, Online shops, health food shops, petrol stations

Natural food stores

Incl. big farm shops with more than 50,000 EUR additional purchase

Supermarkets

Incl. drug stores



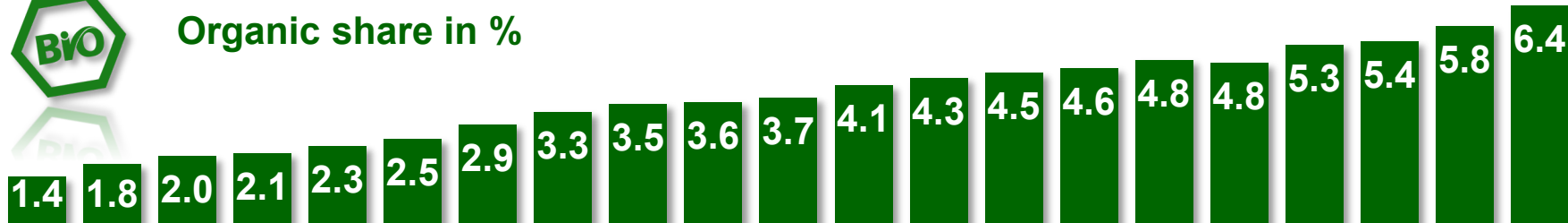
Organic market share is rising



Market Value for organic food and beverages in Germany in billion EUR and organic share of the total food and beverages market in percent



Organic share in %



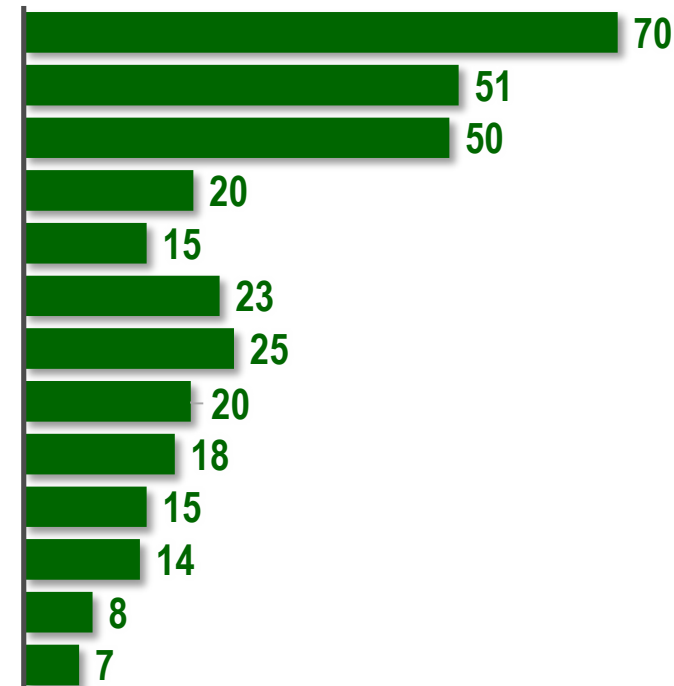
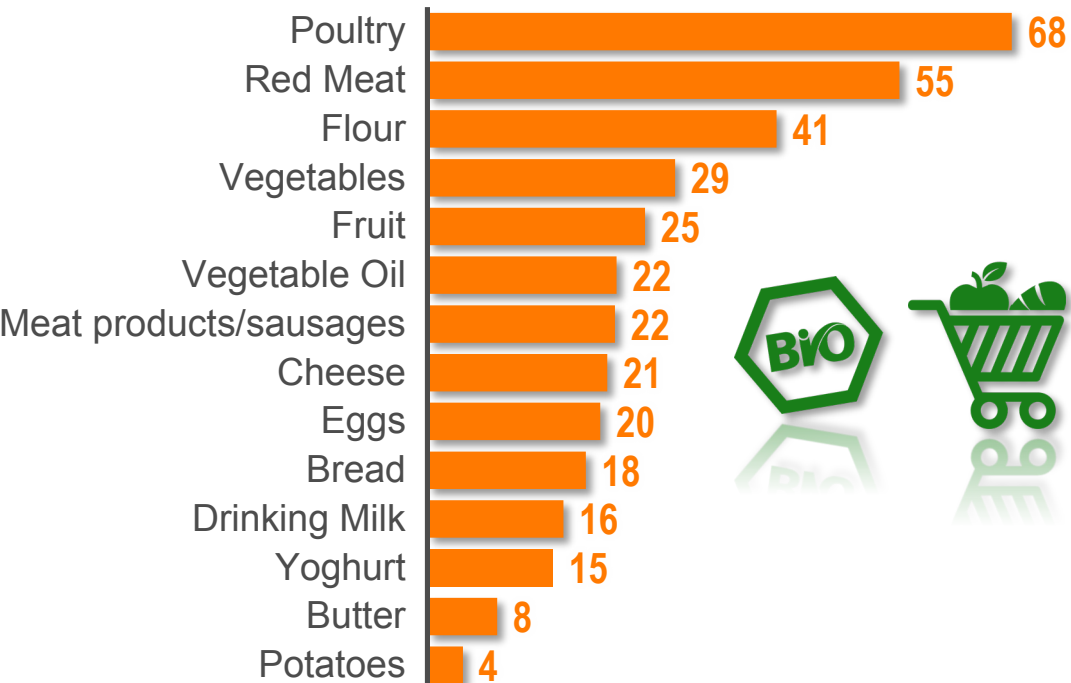
Many Organic products grew tremendously



Growth rates of sales volumes and sales values of household purchases in Germany, 2020 vs. 2019 in %

Sales values

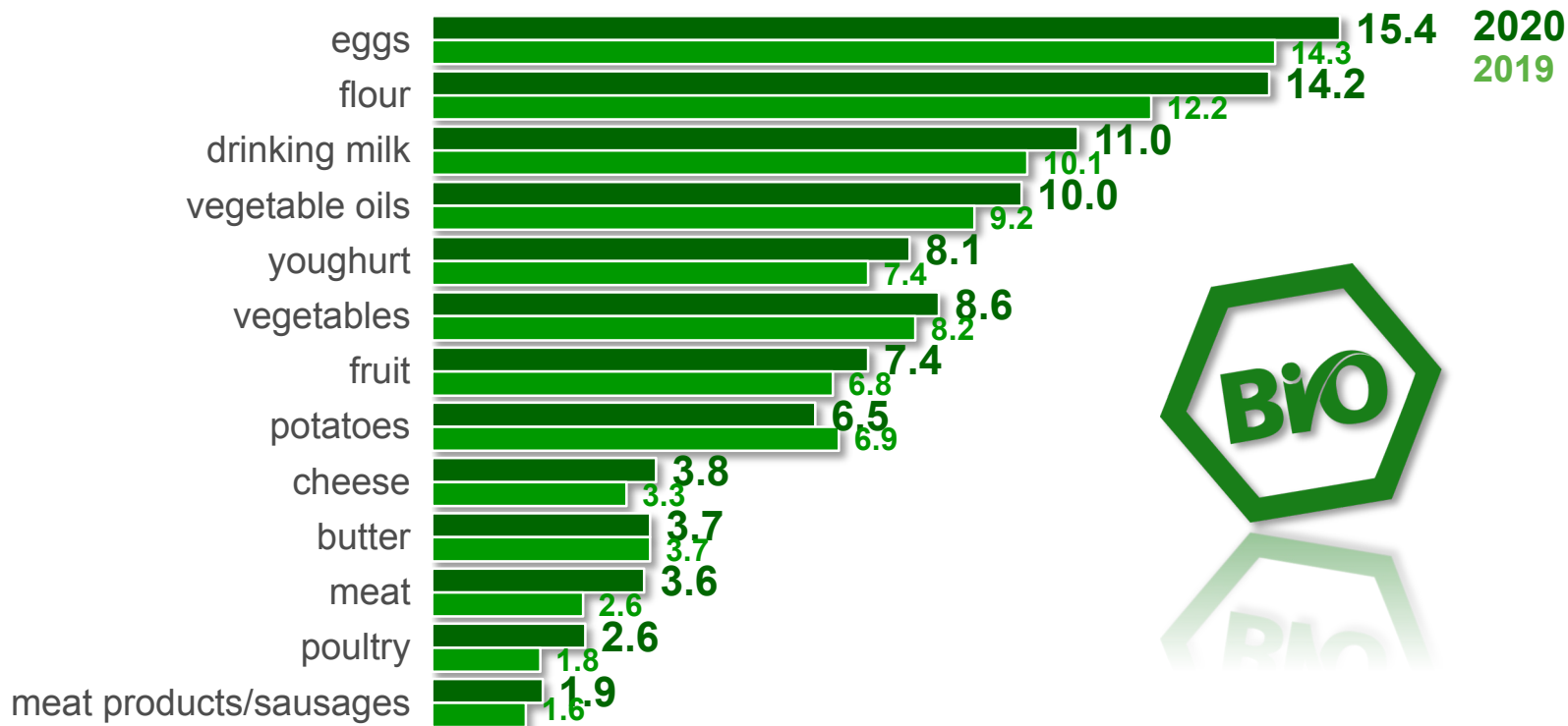
Sales volumes



Organic shares of fresh products



Organic shares of household purchases of fresh products in Germany 2019, volume shares in %



Consumer prices 3 percent higher

Consumer prices for organic fresh products, growth rates, in %



2020 versus 2019

2019 versus 2018

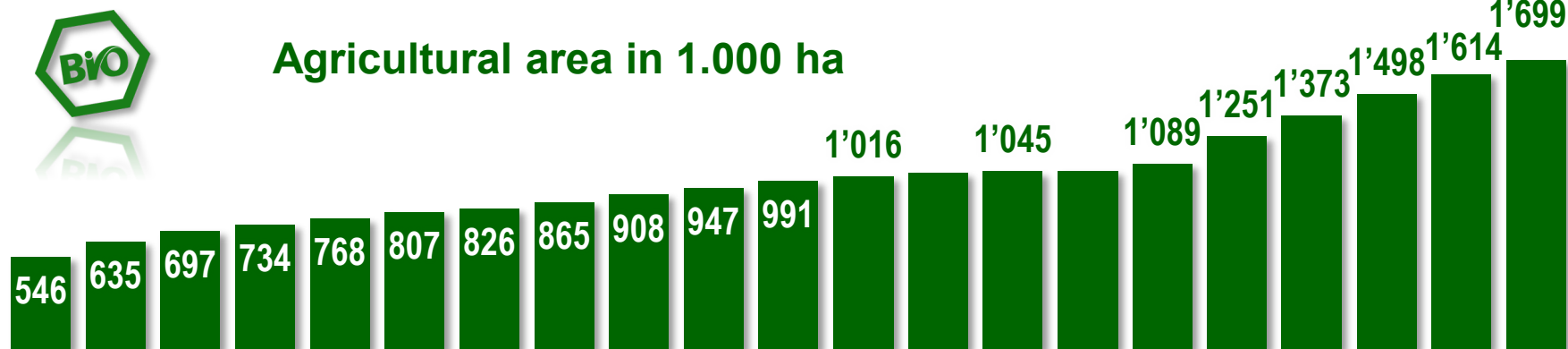
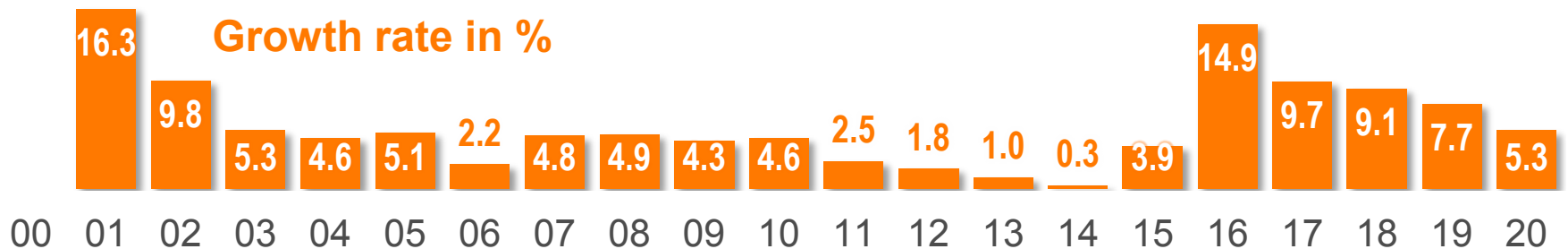


* Sum of all listed organic products

Organic area grew moderately



Organic Agricultural Area in Germany in 1.000 ha and growth rate compared to previous year in %



2020 preliminary

Since 2015 More Arable Land

Organic Production and Growth Rate in Germany, 2015 bis 2020, in %



Organic Arable Land

in 1.000 ha



Organic Pork

in 1.000 t carcass weight

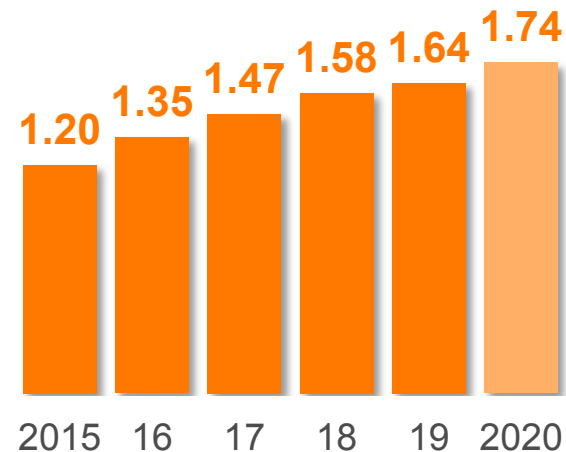
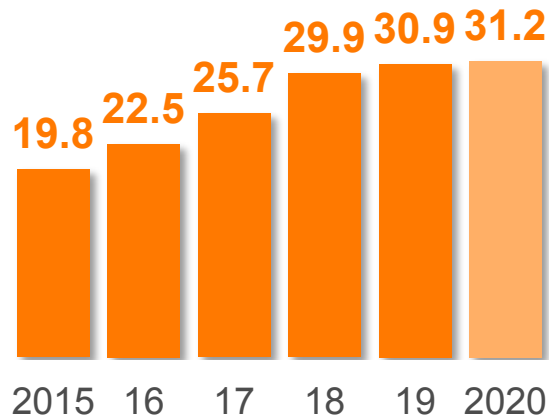
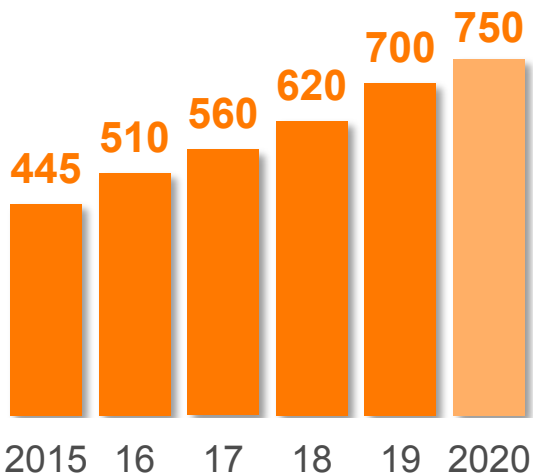
Organic Eggs

in billion pieces

+ 69

+ 58

+ ..



2020: AMI estimation

Organic Milk production grew most

Organic Production and Growth Rate in Germany 2015 bis 2020 in %



Organic Grassland

in 1.000 ha



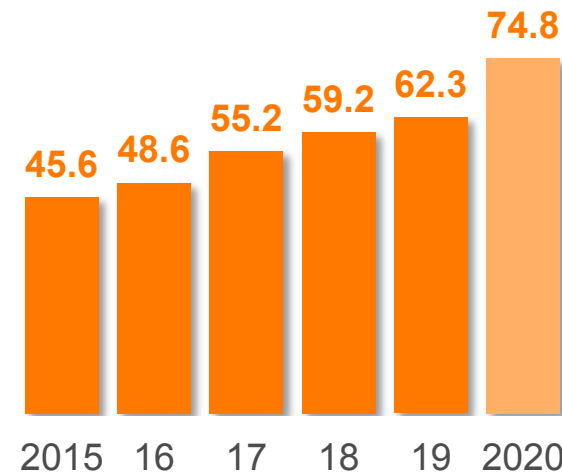
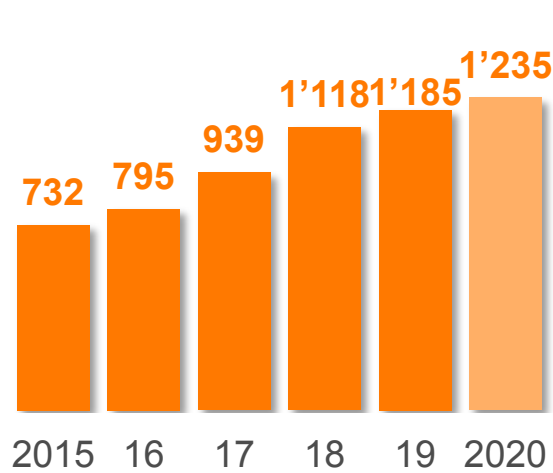
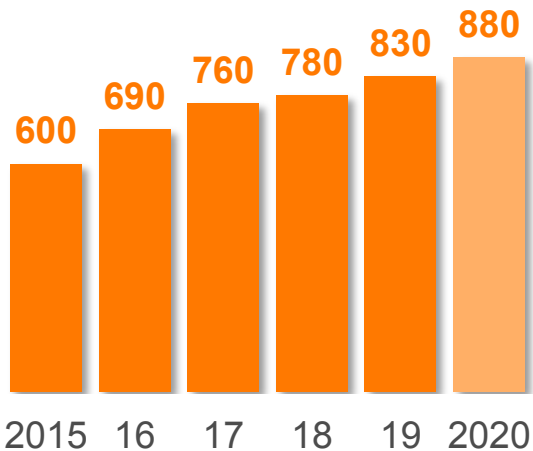
Organic Milk

in million kg



Organic beef

in 1.000 t carcass weight



2020: AMI estimation

Harvests of fruit, vegetables and potatoes fluctuate

Organic Production and Growth Rate in Germany 2015 bis 2020 in %



Organic fruit

in 1.000 t



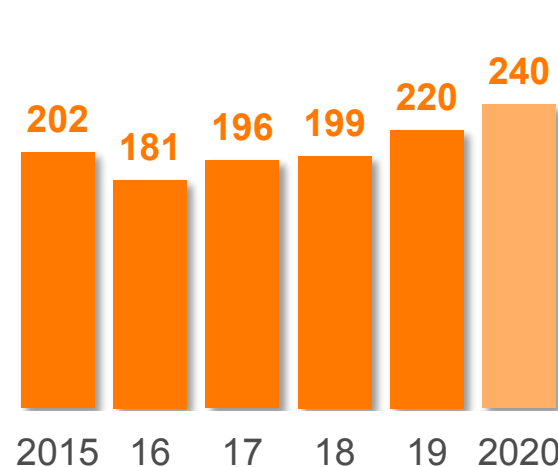
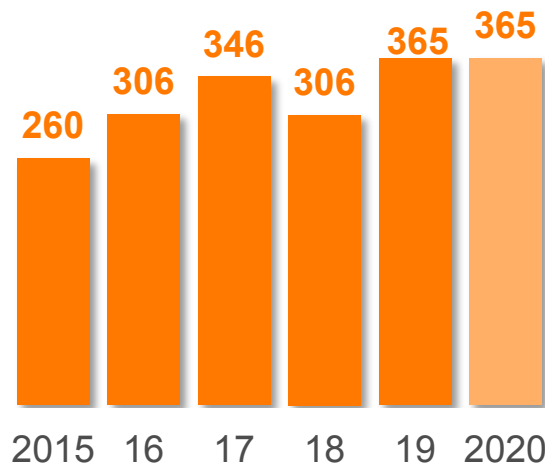
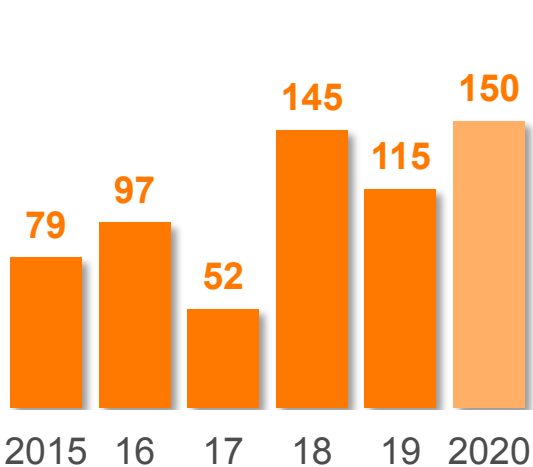
Organic Vegetables

in 1.000 t



Organic Potatoes

in 1.000 t



2020: AMI estimation

Wir sind für Sie da – sprechen Sie uns an.

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