

## Organic Food and Drink - UK - September 2012

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"In times where consumers are more value-conscious than ever, the overriding perception that organic produce is overpriced has undoubtedly been at the heart of its demise. But the question marks surrounding what the organic label stands for are also a major barrier. This indicates that greater transparency is needed to clearly communicate to shoppers the tangible benefits of going down an organic route. This should help to restore consumer faith in the virtues of the organic label and help to justify higher price points."

– Emma Clifford, Senior Food Analyst

### In this report we answer the key questions:

- Should a stronger emphasis be placed on animal welfare within the organic message?
- How important are under-25s to the organic market?
- What is driving consumer scepticism towards the organic label?
- Will baby food continue to defy the downturn in spending on organic?

The beleaguered organic market is undoubtedly one of the major casualties of the economic downturn, its value having tumbled by 25% since its peak in 2008. In the current era of austerity, organic produce suffers heavily from the overriding perception that it is overpriced. The economic outlook remains uncertain and the organic market continues to be beholden to consumers prioritising price over other food-related issues.

However, it is not price alone which has held the organic market back. Shoppers appear to find the multi-faceted organic concept a confusing one and many remain sceptical about the organic label. As a result, consumers place a lot more importance on other ethical food considerations such as animal welfare, despite this being a key principle of the organic proposition. Communicating clearly to consumers the specific tangible benefits organic food offers will be key to restoring consumer faith in the virtues of the organic label and will help to justify the higher price points.

This report covers the UK retail market for organic food and non-alcoholic drink produced according to organic principles and standards. The main sectors covered include fruit and vegetables, meat and poultry, dairy products, fish and seafood, eggs, prepared foods and groceries, cereal products, baby and toddler foods and infant formula. It includes organic foods that are fresh, frozen or ambient.

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