

Organic Food and Beverage Shoppers - US - March 2015

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“Considering the typically higher cost of organic foods and beverages, consumers are increasingly hard pressed to justify the added expense. As such, sales have hit something of a plateau, where they likely will remain until consumers have a clear reason to turn to organics.”
 – William Roberts, Jr., Senior Food and Drink Analyst

This report looks at the following areas:

- Manufacturers have not communicated organic benefits
- Organics should embrace non-Millennials as well
- Organic products must justify their added expense

The biggest selling point for organics is the perception that the products are healthier, much more so than any environmental or ethical reason. However, consumers appear confused about the benefits of organics versus products labeled as natural, suggesting manufacturers have failed to communicate organic benefits to potential (for that matter, to current) consumers. Organic brands will need to address consumers in a more open and transparent way to maintain credibility in this confusing market.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Scope and Themes

- What you need to know
- Definition
- Data sources
- Sales data
- Consumer survey data
- Abbreviations and terms
- Abbreviations

Executive Summary

- Overview
- Possible plateau in organic penetration
 - Figure 1: Types of organic foods used
- Millennials expanding the definition of organic and food retailing in general
 - Figure 2: Organic purchase locations, by generation, December 2014
- Households with children purchasing organics at a host of locations
 - Figure 3: Organic purchase locations, by presence of children in household, December 2014
- Health leads reasons for purchasing organics
 - Figure 4: Reasons for purchasing organics, by gender, December 2014
- Organics: an excuse to charge more?
 - Figure 5: Perceptions of organic food and beverages – Any agree, by generation, December 2014
- To consumers, organics are free of pesticides
 - Figure 6: Reasons for purchasing organics, by region, December 2014
- Food safety motivating Millennial organic purchase
 - Figure 7: Reasons for purchasing organics, by generation, December 2014
- Opportunity to reach Hispanics with organics
 - Figure 8: Perceptions of organic food and beverages – Any disagree, by race/Hispanic origin, December 2014
- What we think

Issues and Insights

- Manufacturers have not communicated organic benefits
 - Issues
 - Insights
- Organics should embrace non-Millennials as well
 - Issues
 - Insights
- Organic products must justify their added expense
 - Issues

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Insights

Trend Applications

Trend: Prove It

Trend: Factory Fear

Trend: Guiding Choice

Market Penetration

Key points

Organics the choice for healthful and indulgent

Figure 9: Natural supermarket sales of organic foods and beverages in selected categories, at current prices, rolling 52 weeks 2012 and 2014

Organic claims sizable portion of fruits, vegetables, soups

Figure 10: Natural supermarket sales of selected foods and beverages, by organic share of total sales, at current prices, rolling 52 weeks 2012 and 2014

Possible plateau in organic penetration

Figure 11: Types of organic foods used

Income level strongly impacts consumption of organic meat, poultry

Figure 12: Types of organic foods used, by income level, 2014

Parents more likely to choose organic

Figure 13: Types of organic foods used, by presence of children, 2014

Market Drivers

Key points

Expanding organic availability may reduce prices – and supply

Availability of natural products could dilute organic's value

Lack of standardized definitions could be leading to consumer backlash

Retailers and brands proactively address sustainability, health

Organic Consumers

Key points

Organic remains niche

Figure 14: Target consumers for organic foods/beverages, by gender, December 2014

Organic consumption greatest among younger consumers

Figure 15: Target consumers for organic foods/beverages, by generation, December 2014

Figure 16: Organics' portion of total food/beverage purchases, by generation, December 2014

Organic consumption most in the West

Figure 17: Target consumers for organic foods/beverages, by region, December 2014

Reasons for Purchasing Organics

Key points

Food safety motivating Millennial organic purchase

Figure 18: Reasons for purchasing organics, by generation, December 2014

Figure 19: Reasons for purchasing organics, by generation, December 2014

Health leads reasons for purchasing organics

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Figure 20: Reasons for purchasing organics, by gender, December 2014

Organic Purchase Points

Key points

Millennials expanding the definition of organic and food retailing in general

Figure 21: Organic purchase locations, by generation, December 2014

Figure 22: Organic purchase locations, by generation, December 2014

Households with children purchase organics at a diversity of retailers

Figure 23: Organic purchase locations, by presence of children in household, December 2014

Consumer Attitudes toward Organics

Key points

Perception and Millennial organic purchase

Figure 24: Perceptions of organic food and beverages – Any agree, by generation, December 2014

Organics: an excuse to charge more?

Figure 25: Perceptions of organic food and beverages – Any agree, by generation, December 2014

Figure 26: Perceptions of organic food and beverages – Any agree, by generation, December 2014

To consumers, organics are free of pesticides

Figure 27: Reasons for purchasing organics, by region, December 2014

Price not necessarily a factor in buying organics

Figure 28: Opinions of organic food/beverages, by gender, December 2014

Race/Hispanic Origin

Key points

Organics appeal to Hispanics

Figure 29: Target consumers for organic foods/beverages, by race/Hispanic origin, December 2014

Figure 30: Organics' portion of total food/beverage purchases, by race/Hispanic origin, December 2014

Hispanics appear less concerned about processed organics

Figure 31: Reasons for purchasing organics, by race/Hispanic origin, December 2014

Figure 32: Reasons for purchasing organics, by race/Hispanic origin, December 2014

Opportunity to reach Hispanics with organics

Figure 33: Perceptions of organic food and beverages – Any disagree, by race/Hispanic origin, December 2014

Appendix – Other Useful Tables

Figure 34: Types of organic foods used, by race/Hispanic Origin, 2014

Figure 35: Types of organic foods used, by race/Hispanic Origin, 2014

Organic food/beverage share of cart

Figure 36: Target consumers for organic foods/beverages, by area, December 2014

Figure 37: Target consumers for organic foods/beverages, by household income, December 2014

Figure 38: Target consumers for organic foods/beverages, by education, December 2014

Figure 39: Target consumers for organic foods/beverages, by presence of children in household, December 2014

Figure 40: Organics' portion of total food/beverage purchases, by gender, December 2014

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Figure 41: Organics' portion of total food/beverage purchases, by area, December 2014

Figure 42: Organics' portion of total food/beverage purchases, by household income, December 2014

Figure 43: Organics' portion of total food/beverage purchases, by education, December 2014

Figure 44: Organics' portion of total food/beverage purchases, by presence of children in household, December 2014

Reasons for choosing organics

Figure 45: Reasons for purchasing organics, by region, December 2014

Figure 46: Reasons for purchasing organics, by area, December 2014

Figure 47: Reasons for purchasing organics, by presence of children in household, December 2014

Where organics are purchased

Figure 48: Organic purchase locations, by gender, December 2014

Figure 49: Organic purchase locations, by gender, December 2014

Figure 50: Organic purchase locations, by area, December 2014

Figure 51: Organic purchase locations, by household income, December 2014

Figure 52: Organic purchase locations, by household income, December 2014

Figure 53: Organic purchase locations, by presence of children in household, December 2014

Figure 54: Organic purchase locations, by presence of children in household, December 2014

Figure 55: Organics' portion of total food/beverage purchases – High-volume organic consumers, by organic purchase locations, December 2014

Figure 56: Organics' portion of total food/beverage purchases – High-volume organic consumers, by organic purchase locations, December 2014

Figure 57: Organics' portion of total food/beverage purchases – High-volume organic consumers, by organic purchase locations in non-traditional food retailers, December 2014

Figure 58: Organics' portion of total food/beverage purchases – High-volume organic consumers, by organic purchase locations – Organic purchases at traditional food retailers, December 2014

Figure 59: Organics' portion of total food/beverage purchases – High-volume organic consumers, by organic purchase locations – Organic purchases at non-conventional food, December 2014

Opinions of organic products

Figure 60: Perceptions of organic food and beverages, December 2014

Figure 61: Perceptions of organic food and beverages – Any agree, by gender, December 2014

Figure 62: Perceptions of organic food and beverages – Any agree, by generation, December 2014

Figure 63: Perceptions of organic food and beverages – Any agree, by generation, December 2014

Figure 64: Perceptions of organic food and beverages – Any agree, by area, December 2014

Figure 65: Perceptions of organic food and beverages – Any agree, by household income, December 2014

Figure 66: Perceptions of organic food and beverages – Any agree, by household income, December 2014

Figure 67: Perceptions of organic food and beverages – Any agree, by presence of children in household, December 2014

Figure 68: Perceptions of organic food and beverages – Any agree, by presence of children in household, December 2014

Figure 69: Perceptions of organic food and beverages – Any disagree, by gender, December 2014

Figure 70: Perceptions of organic food and beverages – Any disagree, by generation, December 2014

Figure 71: Perceptions of organic food and beverages – Any disagree, by area, December 2014

Figure 72: Perceptions of organic food and beverages – Any disagree, by household income, December 2014

Figure 73: Organics' portion of total food/beverage purchases – High-volume organic consumers, by perceptions of organic food and beverages – Any agree – Trust/skepticism, December 2014

Figure 74: Organics' portion of total food/beverage purchases – High-volume organic consumers, by Perceptions of organic food and beverages – Any agree – Image/Appearance, December 2014

Figure 75: Organics' portion of total food/beverage purchases – High-volume organic consumers, by Perceptions of organic food and beverages – Any agree – Product availability, December 2014

Figure 76: Organics' portion of total food/beverage purchases – High-volume organic consumers, by Perceptions of organic food and beverages – Any agree – Room for improvement/Other, December 2014

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Figure 77: Organics' portion of total food/beverage purchases – High-volume organic consumers, by Perceptions of organic food and beverages – Any disagree – Trust/Skepticism, December 2014

Figure 78: Organics' portion of total food/beverage purchases – High-volume organic consumers, by Perceptions of organic food and beverages – Any disagree – Image/Appearance, December 2014

Figure 79: Organics' portion of total food/beverage purchases – High-volume organic consumers, by Perceptions of organic food and beverages – Any disagree – Product Availability, December 2014

Figure 80: Organics' portion of total food/beverage purchases – High-volume organic consumers, by Perceptions of organic food and beverages – Any disagree – Room for improvement/Other, December 2014

Organic vs. natural claims

Figure 81: Consumer opinions of organic claims versus natural, December 2014

Figure 82: Consumer opinions of organic claims versus natural, by gender, December 2014

Figure 83: Consumer opinions of organic claims versus natural, by generation, December 2014

Statements about organic food/beverages

Figure 84: Opinions of organic food/beverages, by household income, December 2014

Figure 85: Opinions of organic food/beverages, by gender, December 2014

Figure 86: Opinions of organic food/beverages, by generation, December 2014

Figure 87: Opinions of organic food/beverages, by generation, December 2014

Figure 88: Opinions of organic food/beverages, by region, December 2014

Figure 89: Opinions of organic food/beverages, by region, December 2014

Figure 90: Opinions of organic food/beverages, by area, December 2014

Figure 91: Opinions of organic food/beverages, by household income, December 2014

Figure 92: Opinions of organic food/beverages, by presence of children in household, December 2014

Figure 93: Opinions of organic food/beverages, by presence of children in household, December 2014

Figure 94: Organics' portion of total food/beverage purchases, by opinions of organic food/beverages, December 2014

Figure 95: Organics' portion of total food/beverage purchases, by opinions of organic food/beverages, December 2014

Figure 96: Organics' portion of total food/beverage purchases, by opinions of organic food/beverages, December 2014

Race/Hispanic Origin

Figure 97: Perceptions of organic food and beverages – Any disagree, by race/Hispanic origin, December 2014

Figure 98: Opinions of organic food/beverages, by race/Hispanic origin, December 2014

Figure 99: Perceptions of organic food and beverages – Any disagree, by race/Hispanic origin, December 2014

Figure 100: Opinions of organic food/beverages, by race/Hispanic origin, December 2014

Appendix – Trade Associations

American Nutraceutical Association (ANA)

Community Alliance with Family Farmers (CAFF)

Council for Responsible Nutrition (CRN)

The Food Institute

Food Marketing Institute (FMI)

Grocery Manufacturers Association (GMA)

International Federation of Organic Agricultural Movements (IFOAM)

International Food Information Council Foundation (IFIC)

National Association for the Specialty Food Trade Inc. (NASFT)

Natural Products Association (NPA)

Organic Consumers Association (OCA)

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Organic Trade Association (OTA)

USDA National Organic Program Agricultural Marketing Service

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