Organic Food and Beverage Shoppers - US - March 2015

Report Price: £2466.89 | $3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"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.

DID YOU KNOW?

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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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

