

## **Europe Organic Food & Beverages - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2018 - 2029**

Market Report | 2024-02-17 | 126 pages | Mordor Intelligence

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### **Report description:**

The Europe Organic Food & Beverages Market size is estimated at USD 141.29 billion in 2024, and is expected to reach USD 273.85 billion by 2029, growing at a CAGR of 14.15% during the forecast period (2024-2029).

In Europe, the industry is witnessing a demand for cleaner and more minimalistic food products, which is depicted by the rising consumer awareness, as they seek more from products that claim to be 'organic' or 'free from'. Additionally, the government's interventions and regulations to ensure the quality of organic foods have been driving the market. As of 2021, European Union's regulations on organic production and product, labeling ensure that the same high standards are upheld throughout the European Union. The regulations cover farming methods in agriculture and aquaculture, food processing and labeling, farmer certification processes, as well as the import of non-EU organic products.

The rising consumer concerns about the negative health impact of GMOs, preservatives, synthetic additives, etc., are primarily augmenting the demand for organic food and beverages. In line with this, the growing adoption of healthy dietary patterns due to the high prevalence of lactose- and gluten intolerance among the masses is also driving the demand for gluten-free and lactose-free product variants. Moreover, the elevating levels of urbanization coupled with the improving consumer living standards have increased the demand for high-quality, organic food and beverages

Europe Organic Food & Beverages Market Trends

Growing Demand for Clean-label Products

The consumer preference for innovative flavors, health benefits, convenience, and alternative natural sources of nutrient

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supplements has augmented the clean-label food and beverage products market across the region. Also, the consumer interest in identifying the ingredients present in food and beverage products has triggered the growth of the organic food and beverage market. European consumers are highly concerned about the long-term effects of the food products they are consuming, in terms of nutrition content and their impact on health, environmental sustainability, sourcing, and social responsibility. This has triggered an increasing demand for organically sourced food and beverage products in the European region. According to the Soil Association, based on purchases made through numerous retail stores, dairy had the highest percentage of retail sales in the United Kingdom (UK) in 2021, accounting for 25.2% of total sales, followed by produce, which accounted for around 22.2% of total sales.

#### Germany holds a Prominent Market Share

In Germany, the industry has witnessed a cut in synthetic ingredients due to the wider use of botanicals, the replacement of emulsifiers with enzymes and other texturizers, and the rising demand for natural products. This changing trend and demand for nutritive products are expected to further fuel the demand for organic food and beverage products. Furthermore, with the growing aging population in Germany consumers are more inclining towards nutritive products due to rising health concerns, and there is a continuous rise in demand for specialty ingredients in functional and organic beverages in the country.

Furthermore, according to the investment group, Germany and Trade Invest (GATI), German consumers are turning health conscious and are looking to confectionery that is low sugar, fair trade, and organic. As a result of which, the demand for sustainable products is on the rise in the country. According to Arbeitskreis Biomarkt, in Germany the sales of organic food increased over the past ten years, rising from EUR 6.64 billion in 2011 to over EUR 15.9 billion in 2021. This trend is expected to last a while due to rising customer interest in the food production process and awareness about adopting a healthy lifestyle.

#### Europe Organic Food & Beverages Industry Overview

Europe's organic food and beverages market are competitive and highly fragmented, with the presence of several large and mid-size food and beverage companies competing in the organic food and beverage segment. Some of the leading companies in the market include Amys Kitchen Inc., General Mills Inc., The Hain Celestial Group Inc, Nestle S.A., and Danone S.A. In order to capitalize on the potential market opportunities, leading players are actively investing in the development of innovative products, expansions, mergers and acquisitions, and partnerships.

#### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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