



Organic market in Germany 2015

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Development of the German Organic market 2015



- Intensive activities of different supermarket chains (especially discounters) for getting and listing more different organic items in the supermarket shelves
- Sourcing of raw material has become the biggest issue for organic suppliers
- Vegan/vegetarian boom slowed down
- Ongoing price decreases for many conventional products

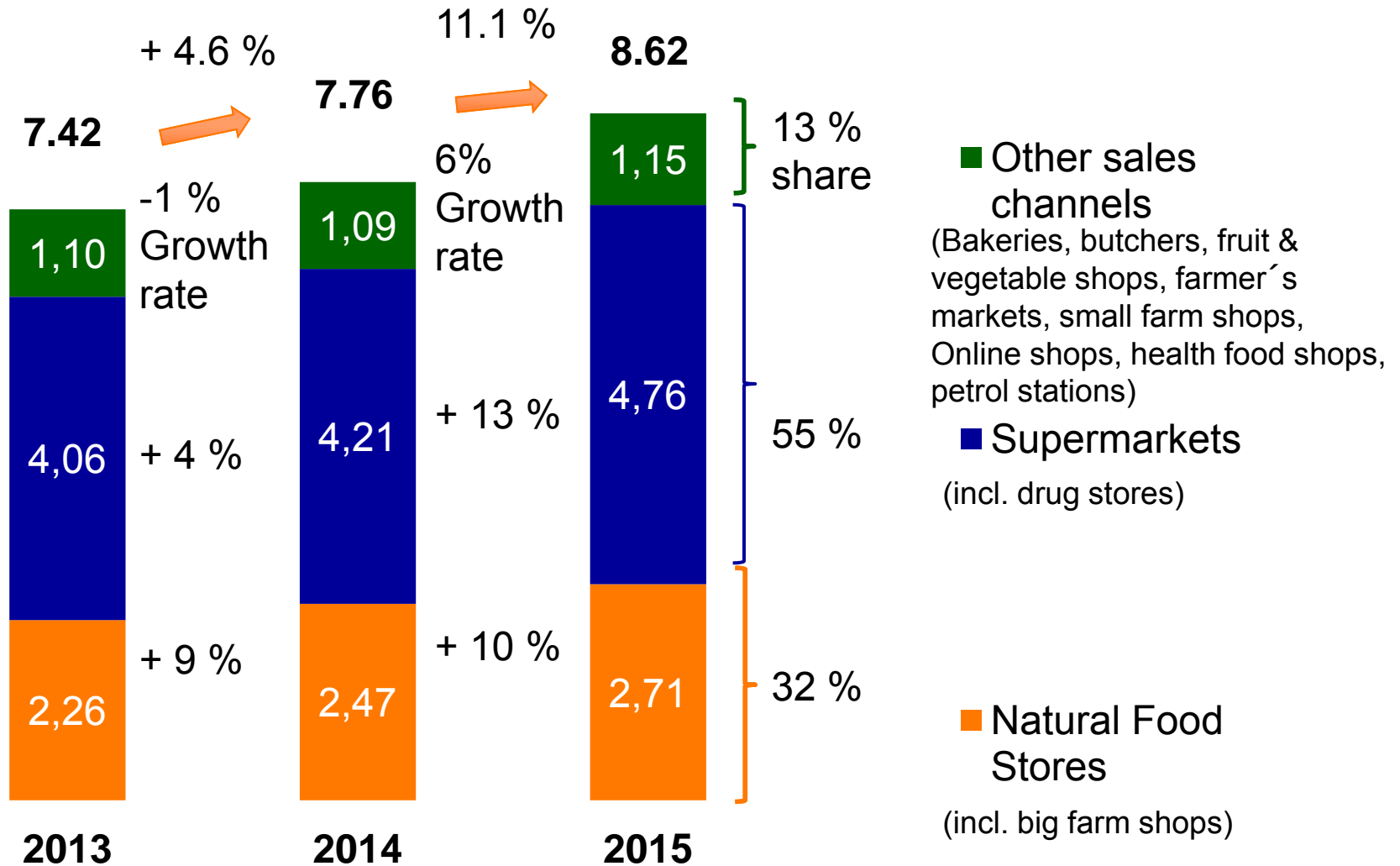
- Average harvest for most plant products except protein crops, shorter supply in the second half of the year (compared to first half)
- Unsufficient supply for milk and porc, better supply for eggs and beef

- Higher consumer prices for many products – contrary to conventional products

- **MARKET GREW by 11 % in 2015 up to 8.62 billion EUR – 4.7 – 4.9 % of the entire food market**

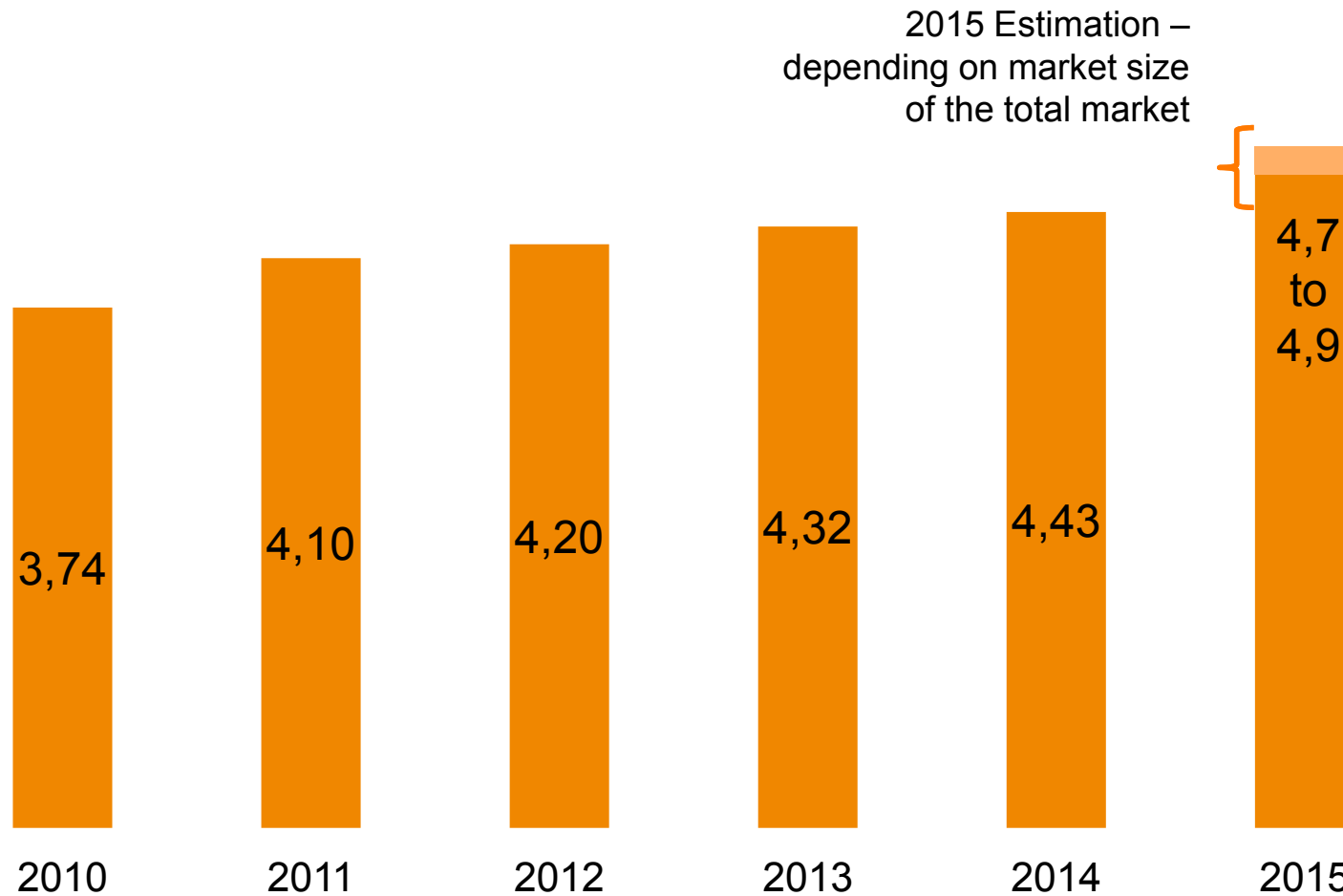
Organic sales in Germany

in billion EUR excl. Catering



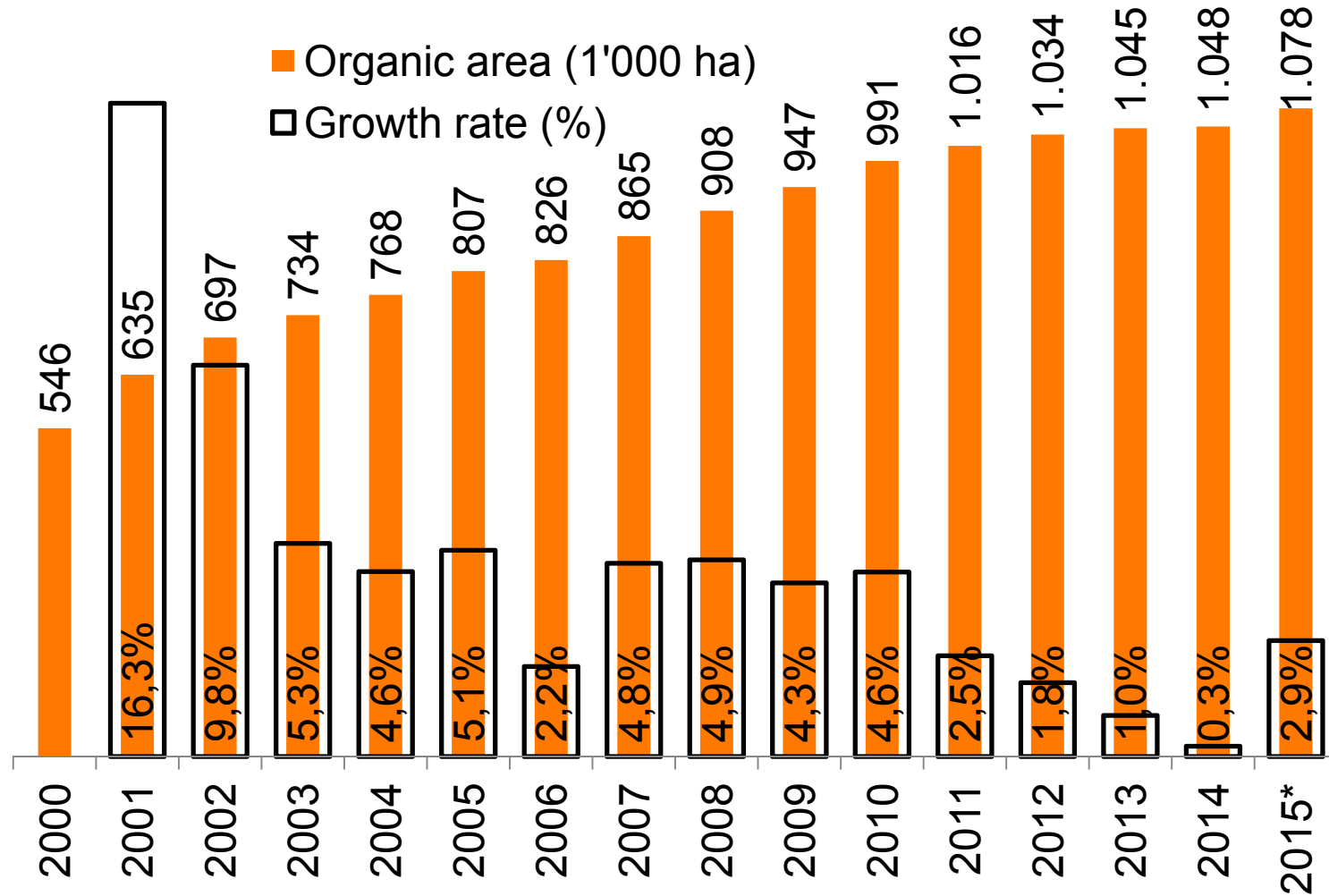
Organic share of the total food market

(in %)





Organic Area grows again 2015



* BÖLW estimation

Source: BLE, BÖLW (2015)



Questions? Remarks?

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