

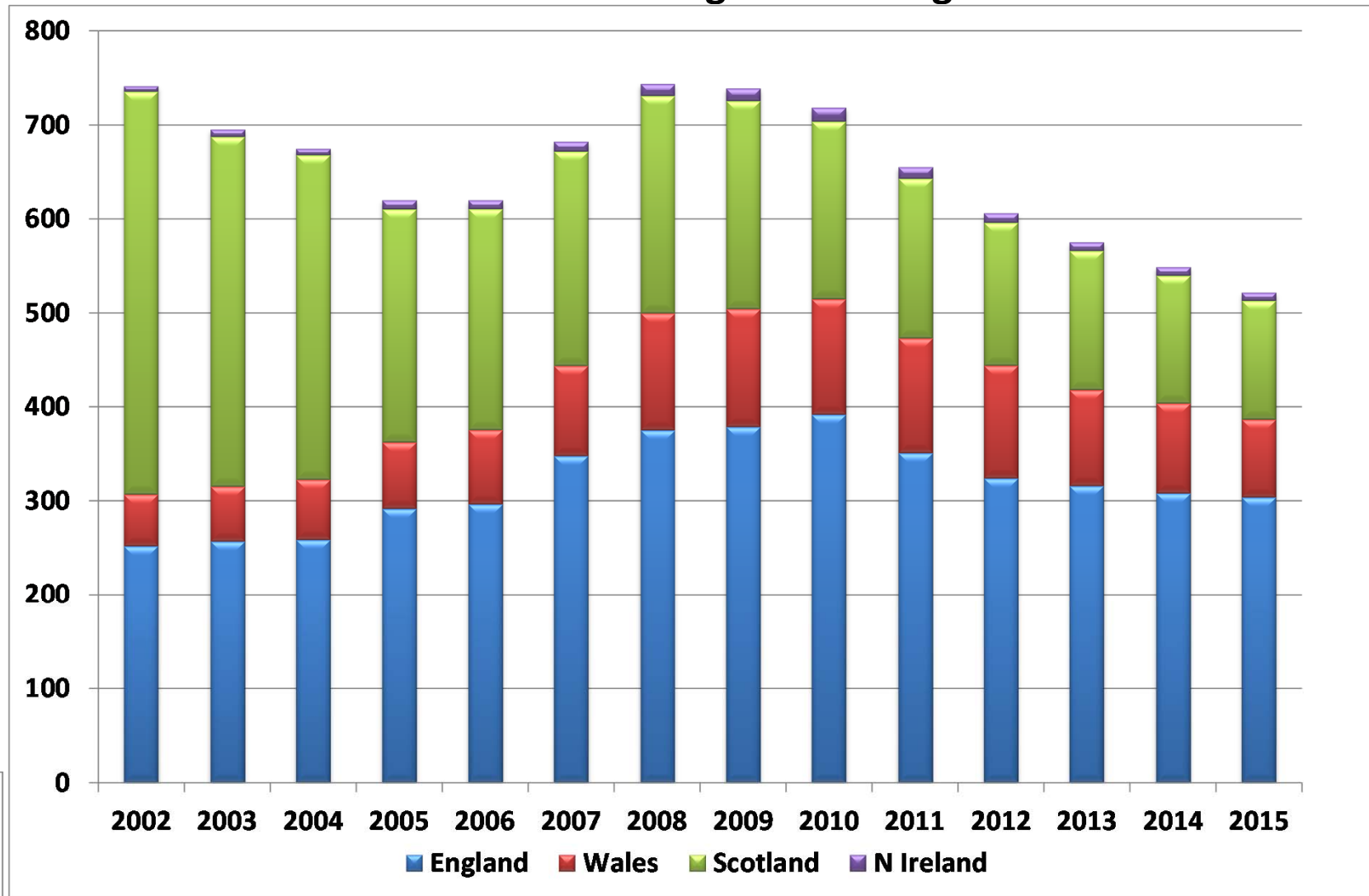
# **UK organic sector and market trends 2015 and 16**

**Susanne Padel, Organic Research  
Centre**



# Organic land area (kha) in UK nations

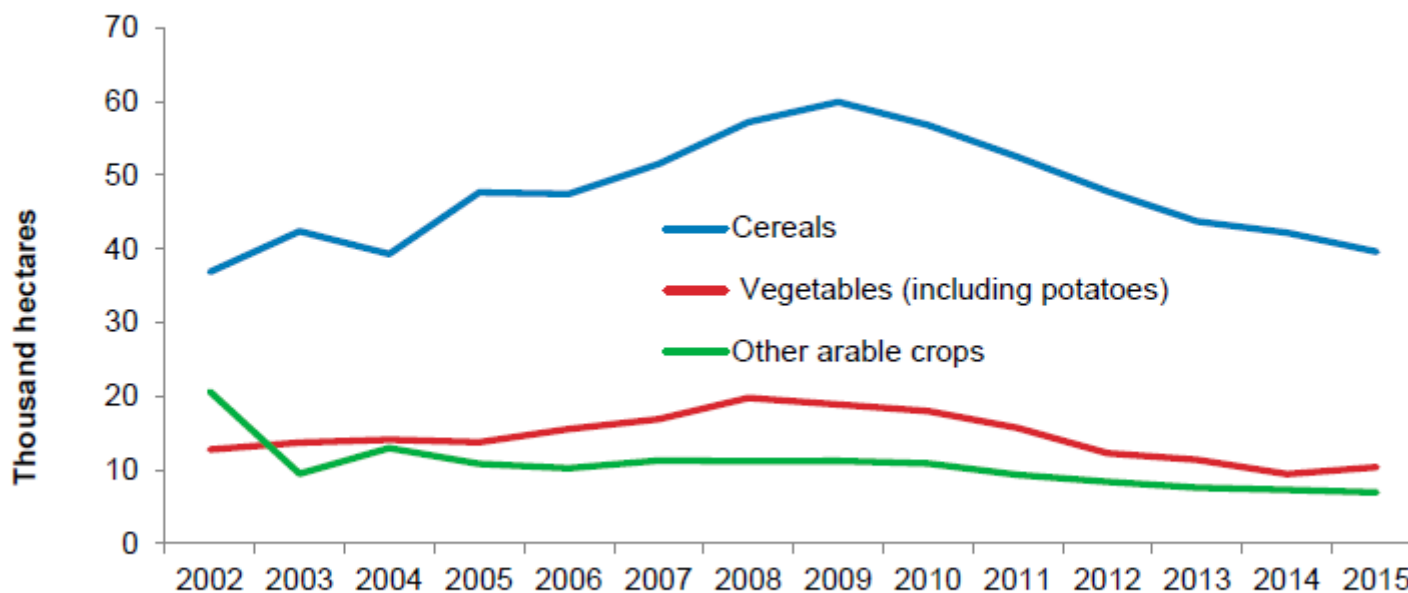
Source: Defra annual organic farming statistics



Source: DEFRA

# Development of organic crop area: UK

Figure 4: Organic crops: United Kingdom<sup>(a)</sup>

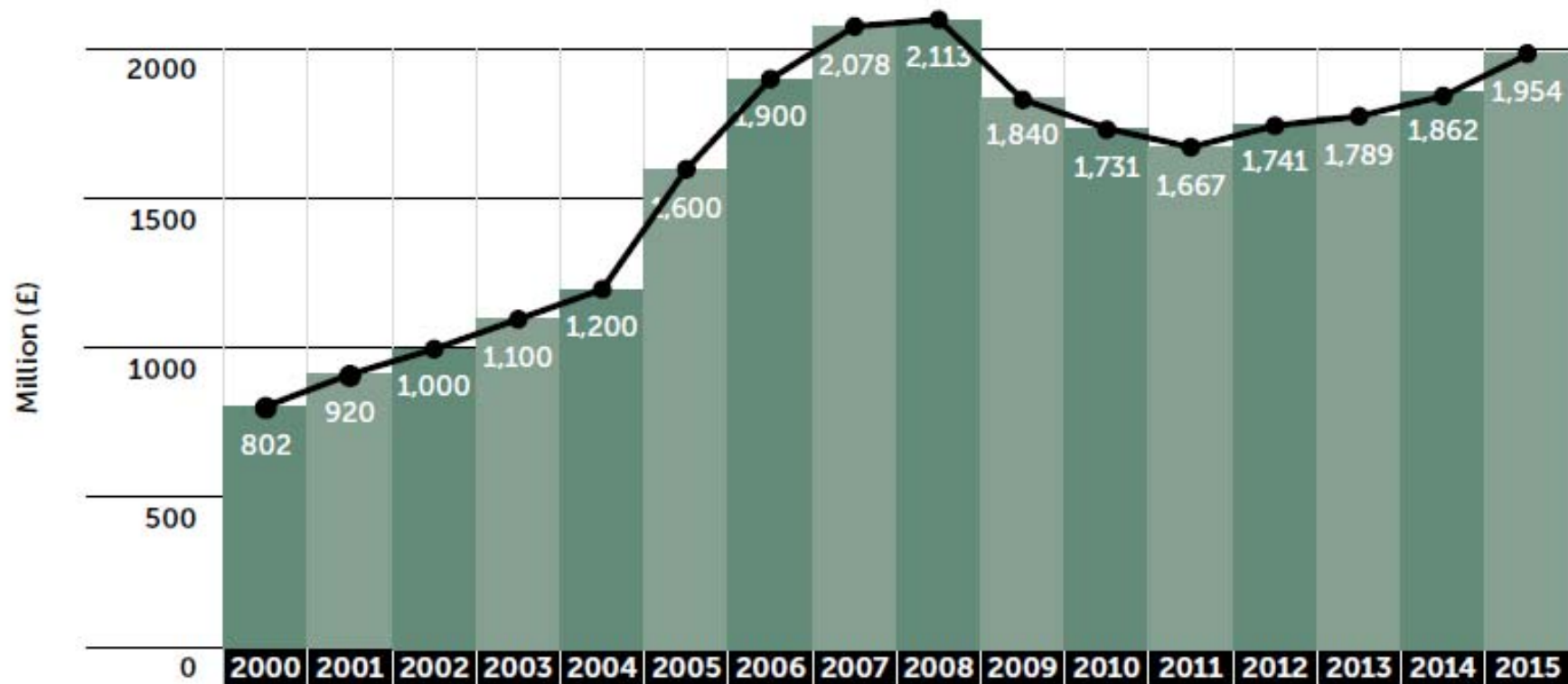


(a) Includes fully organic land and land in-conversion



# 2016 Organic Market Report

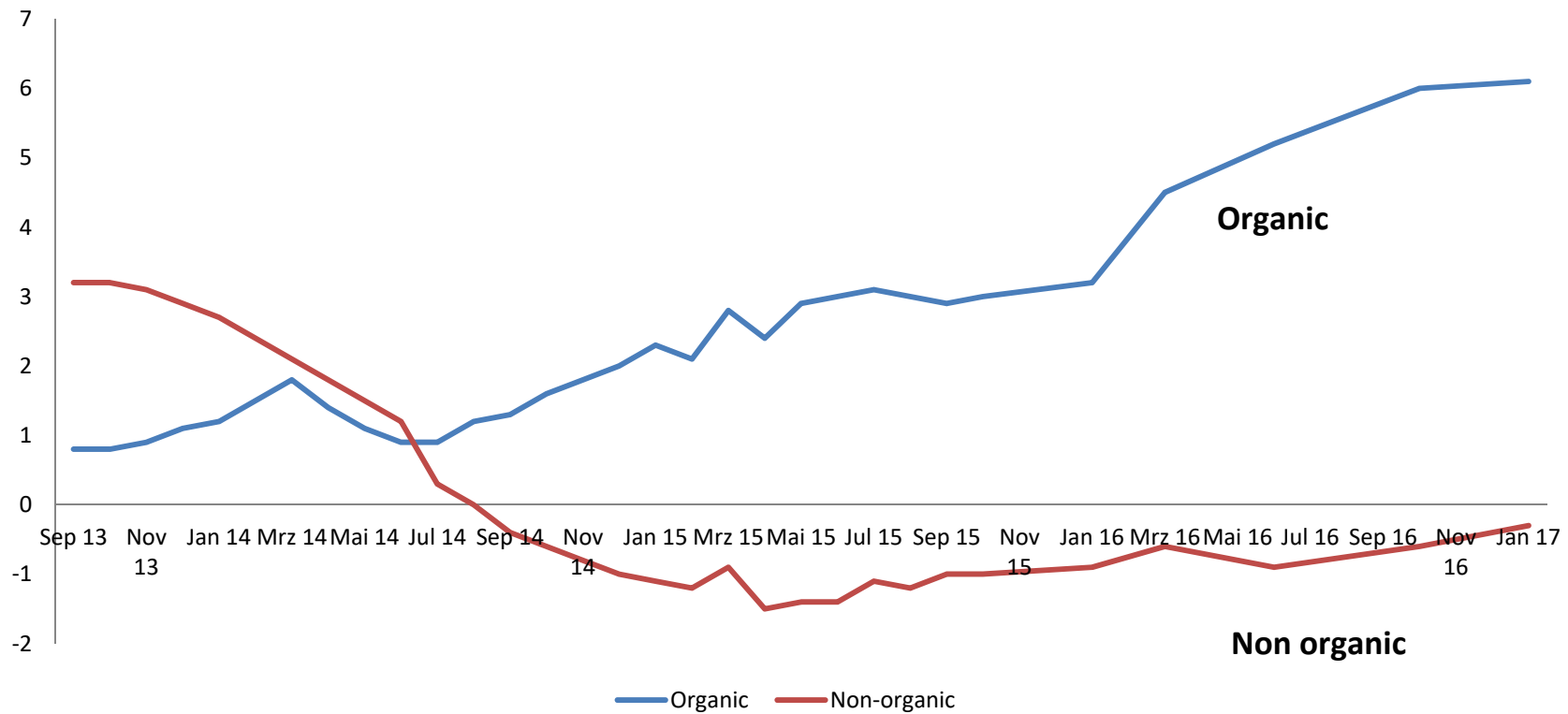
UK SALES OF ORGANIC PRODUCTS, 2000 – 2015



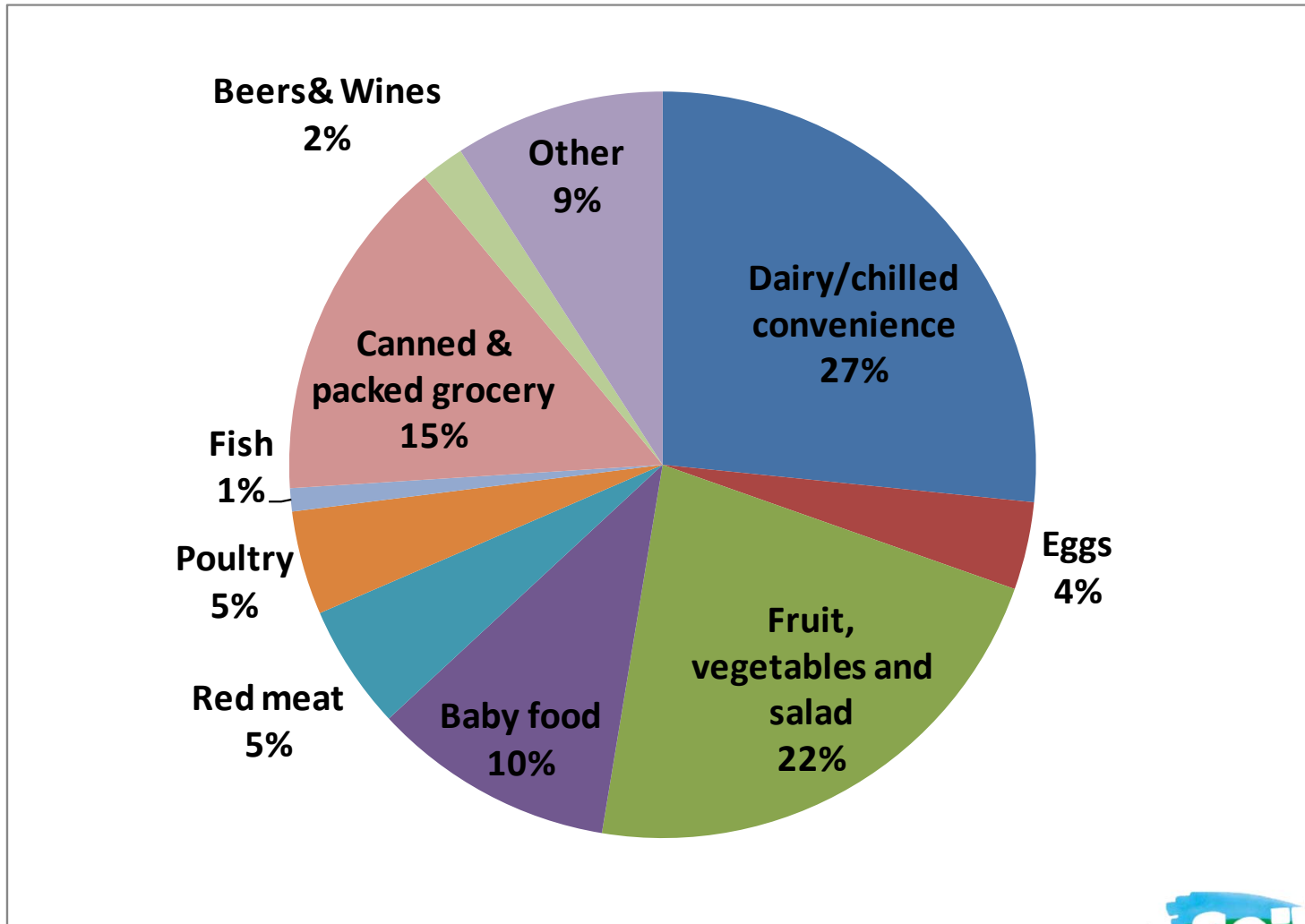
Source: Soil Association Organic Market Reports



# Organic Market Growth compared with non-organic



# Most important product categories (2015)

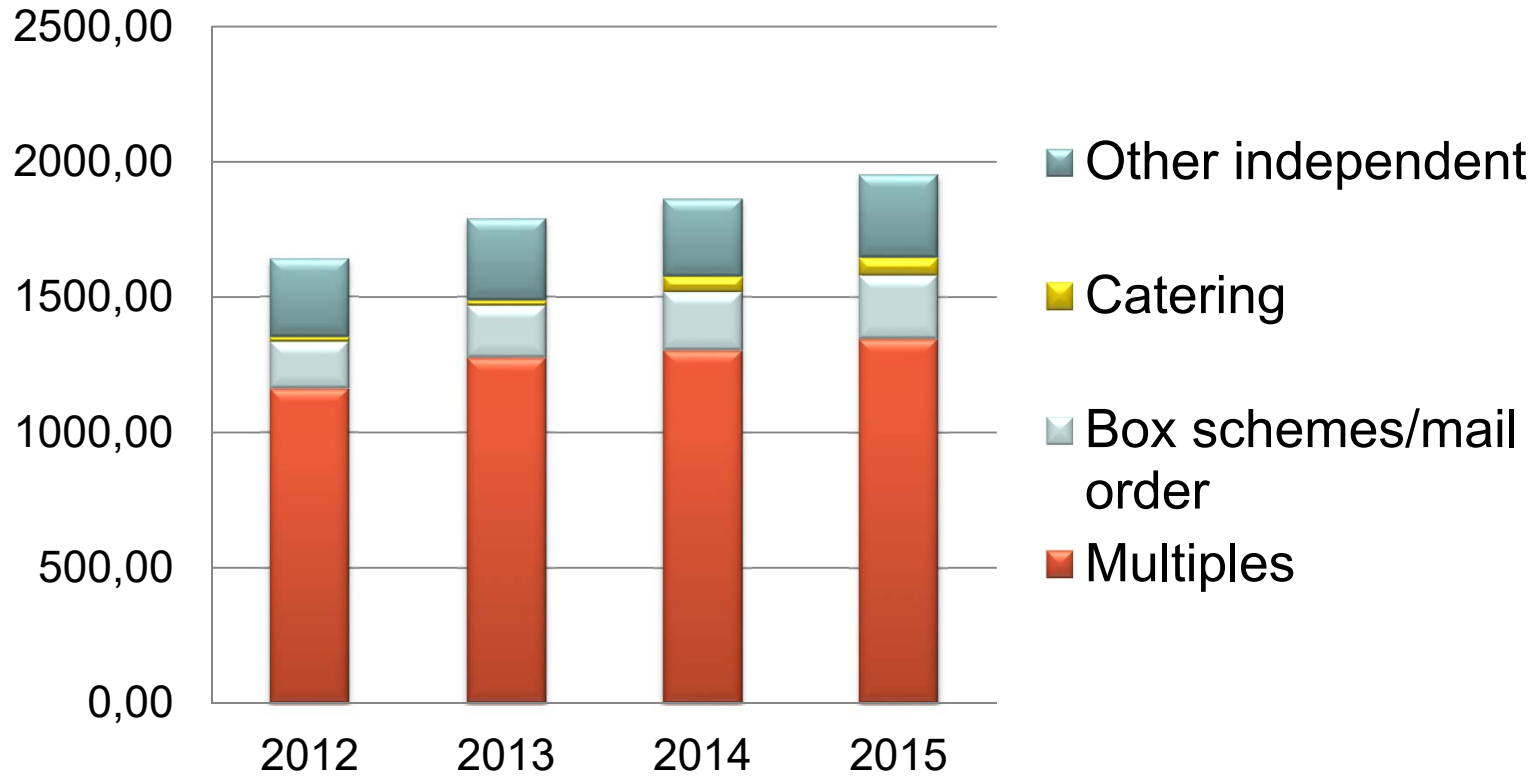


Multiple retail only



Source: 2016 Organic Market Report

## Development of sales channels



**Strongest growth in the independent sectors**



# Profile of the Organic Consumer based on OTB market research



Their attitudes....

- Passionate about food
- Care about their health (and act on it)
- Care and social and environmental issues

The UK organic consumer is more likely to be:

- Younger (20-44 years)
- Be AB social class
- Live in a larger household (have children)
- Be working

They are well read and informed



Prosper & Grow with Organic

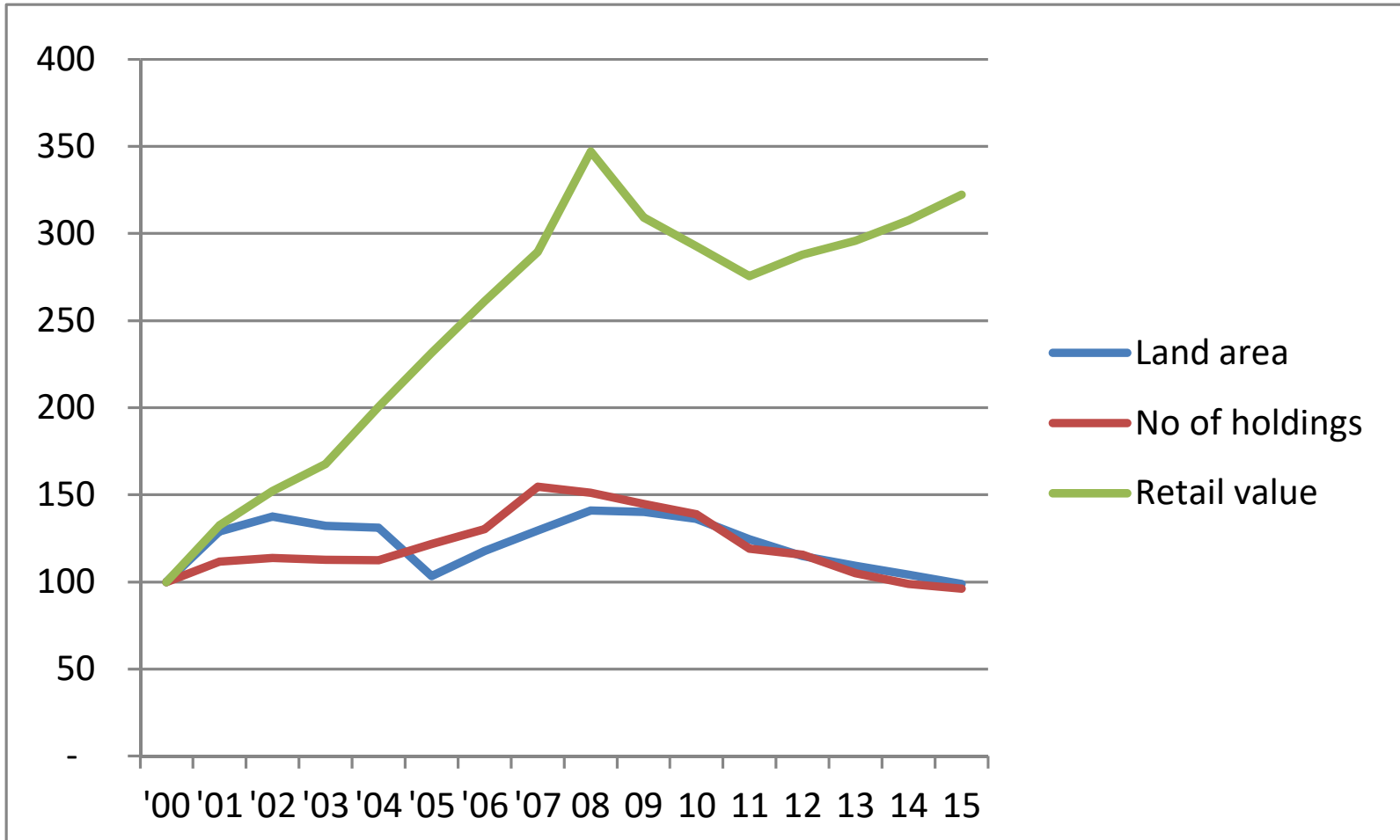
Organic. Naturally different.



Campaign financed with aid from the European Union



# UK organic sector trends index



## Conclusions

- “*The consumers are on our side*” (Paul Moore, OTB)
- Retail market firmly back in growth: **7.1% growth in 2016**
  - ◆ Five years of consecutive growth and catching up
  - ◆ Product availability not always keeping up with demand
- New **promotion campaign** of OTB in collaboration with organic Denmark (Co-funded by industry and the EU)
- **Production** base remains challenging, some interest in conversion
- Impact of **Brexit** as yet unclear
  - ◆ Uncertainty of policy support (especially Wales & NI)
  - ◆ Export opportunities helped by the loss of value of GBP
  - ◆ Not so good news for those importing into the UK
- Data availability on UK production, organic price trends and import/export remains very limited



Will be published on 21 Feb 2017

<https://www.soilassociation.org/certification/market-research-and-data/buy-the-organic-market-report/>