Agence BIO
www.agencebio.org

The French organic food market

Êva Lacarce
French organic farming Observatory

Biofach 2017, European Market

Agence Bio

French national platform for the promotion and the development of organic farming and organic food

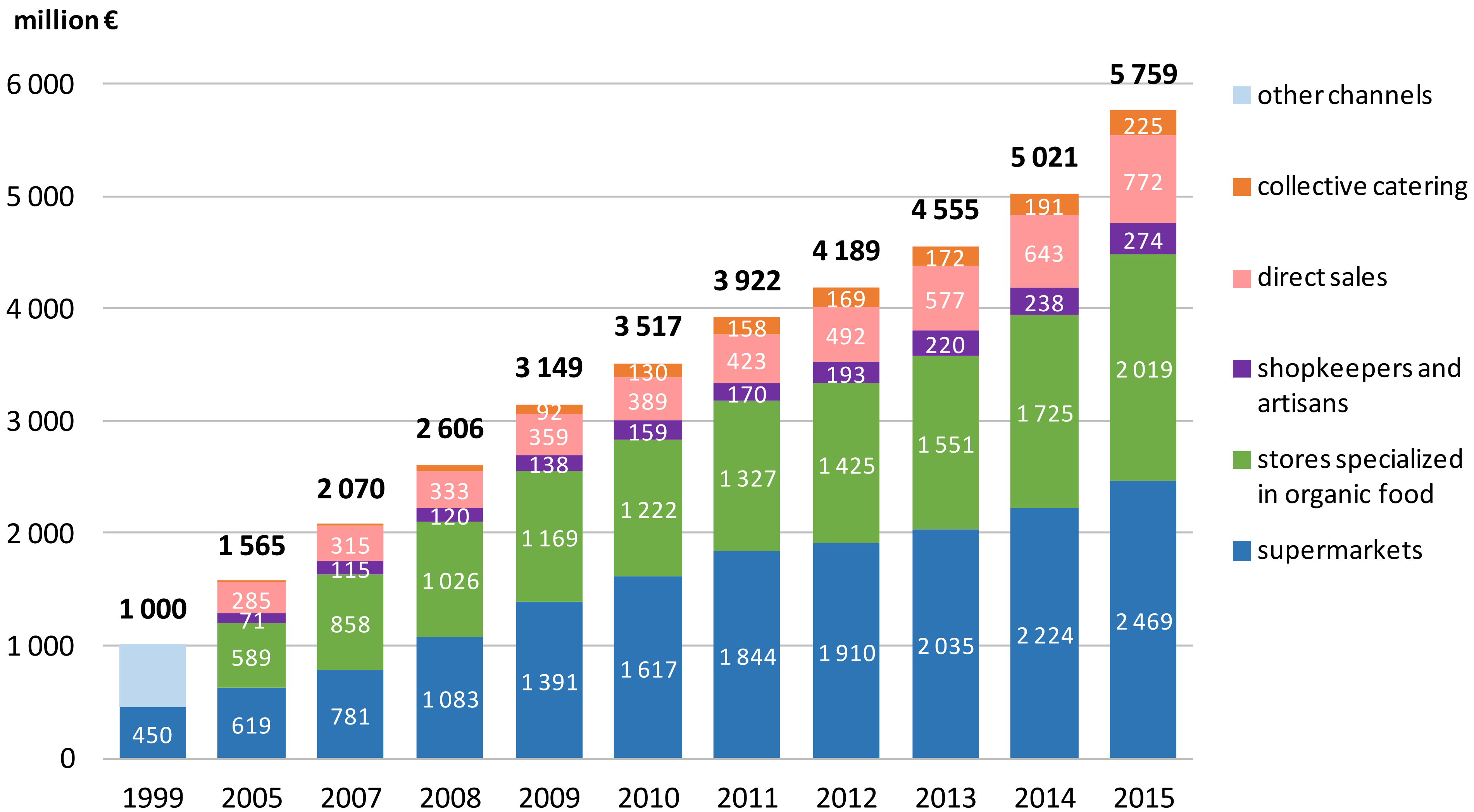
- MAAF Ministry of food and agriculture
- MEEM Ministry of Environment
- FNAB
- APCA
- Coop de France
- Synabio

→ **Facilitates dialog and favours synergies**

- Platform for sharing and pooling resources and for dialog between organic stakeholders
- Inform and promote (communication, organic operators directory)
- Structuring and strengthening the sector (Avenir Bio fund)
- Economic and Statistical observatory

French organic food market in 2015

Sales of organic food from 1999 to 2015 in France by category of distribution channel



Agence Bio, 2015 Market assessment

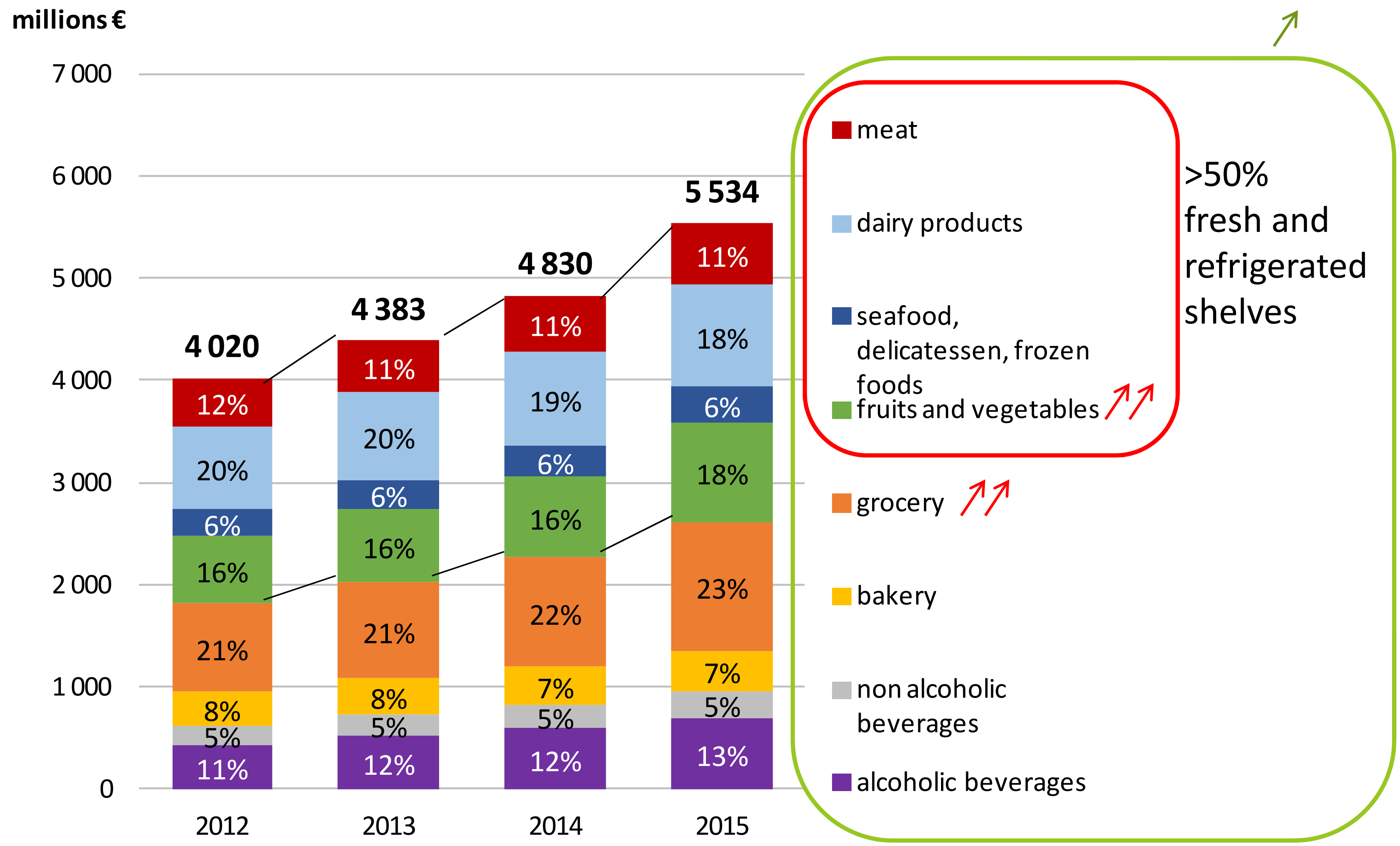
Household consumption of organic food

million €	Annual turnover including taxes							growth between 2014 and 2015	organic market share
	2009	2010	2011	2012	2013	2014	**2015**		
supermarkets	1 391	1 617	1 844	1 910	2 035	2 224	**2 469**	11,0%	44,6%
network stores sp. in organic food	805	855	950	1 078	1 212	1 365	**1 624**	19,0%	29,3%
independent stores sp. in organic food	364	367	377	347	339	361	**395**	9,6%	7,1%
all stores specialized in organic food	1 168	1 222	1 326	1 425	1 551	1 725	**2 019**	17,0%	36,5%
shopkeepers and artisans	138	159	170	193	220	238	**274**	15,1%	4,9%
direct sales	359	389	423	492	577	643	**772**	20,1%	14,0%
TOTAL	**3 056**	**3 387**	**3 764**	**4 020**	**4 383**	**4 830**	**5 534**	**14,6%**	**100%**
Market share of organic	1,9%	1,8%	2,0%	2,1%	2,3%	2,5%	**2,9%**		

** Monthly series CVS CJO at the price of the previous year (agricultural products including tobbacco)*

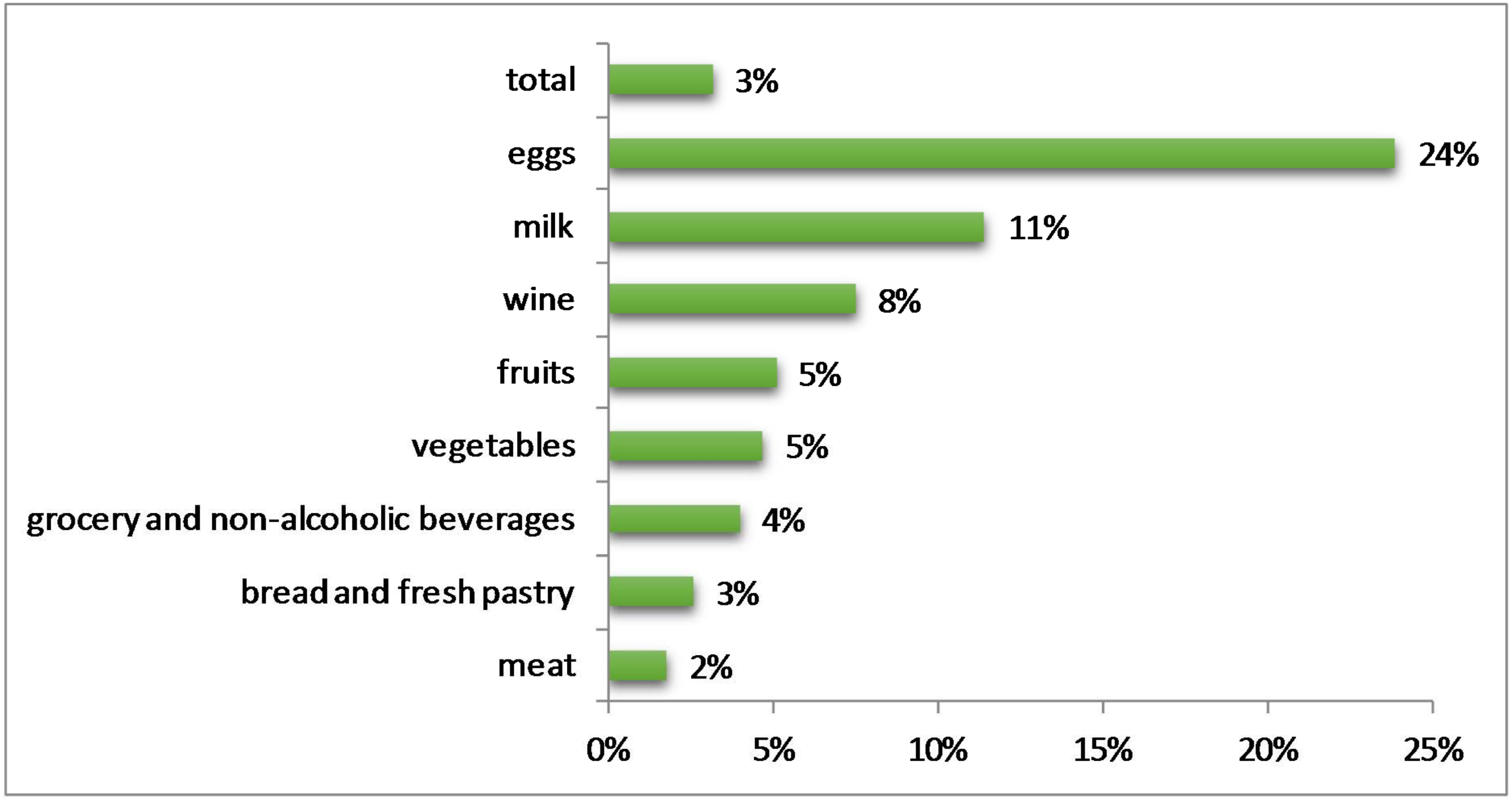
Agence Bio, 2015 Market assessment

Product shares in the organic food market



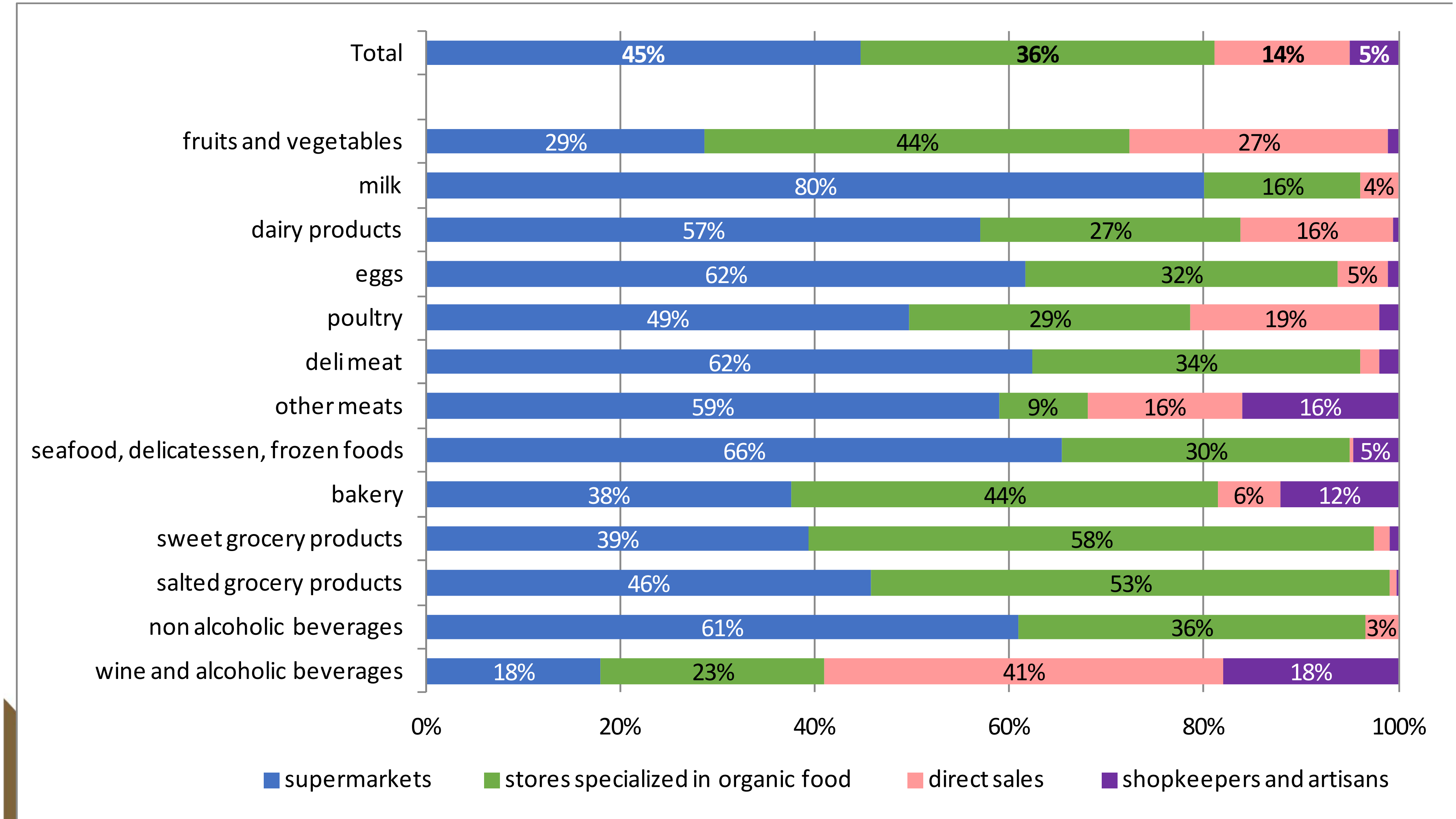
Agence Bio, 2015 Market assessment

Market share of organic products in general consumption



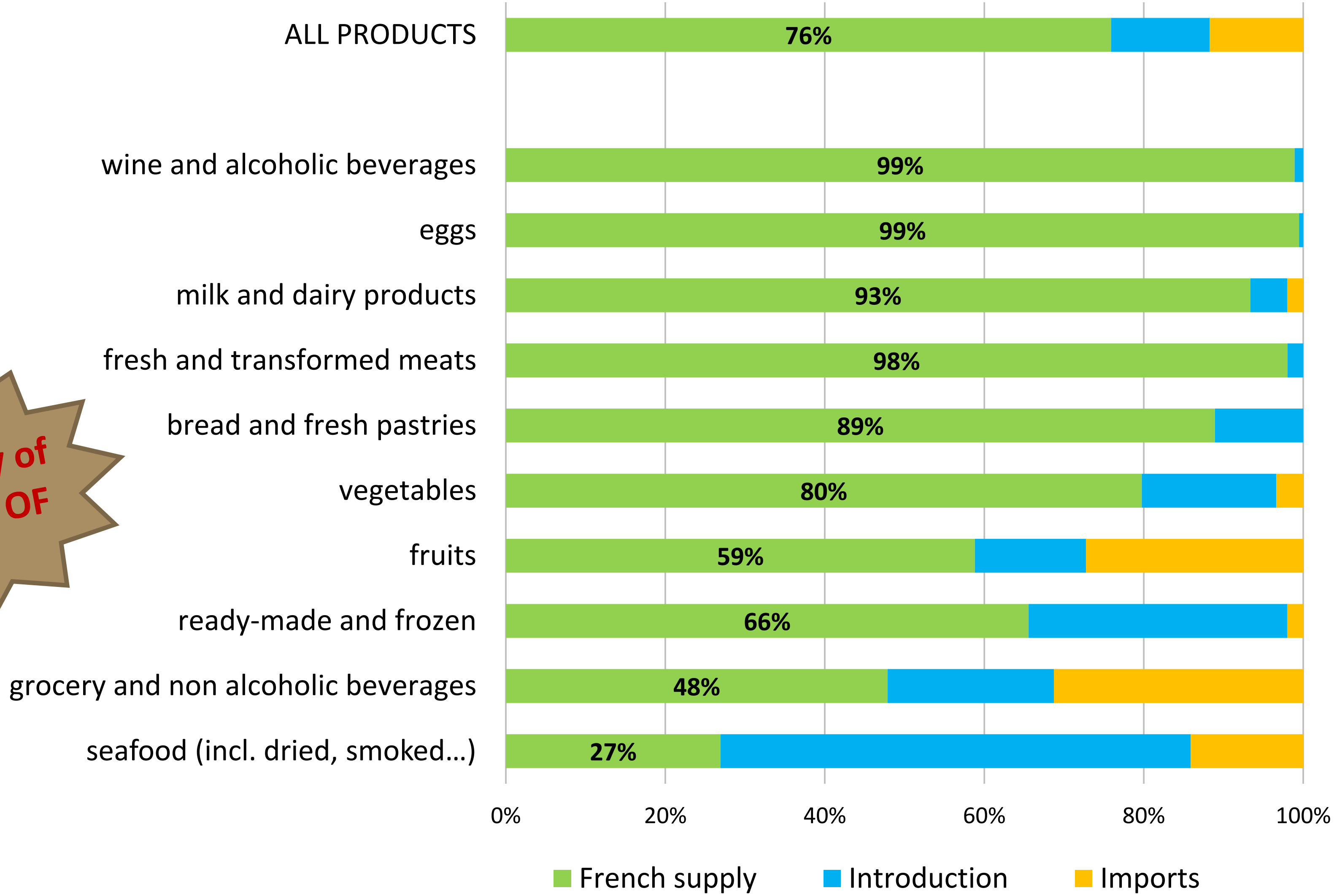
Agence Bio, 2015 Market assessment

Market shares of distribution channels for different organic products



Agence Bio, 2015 Market assessment

Origin of organic food consumed in France



Agence Bio, 2015 Market assessment

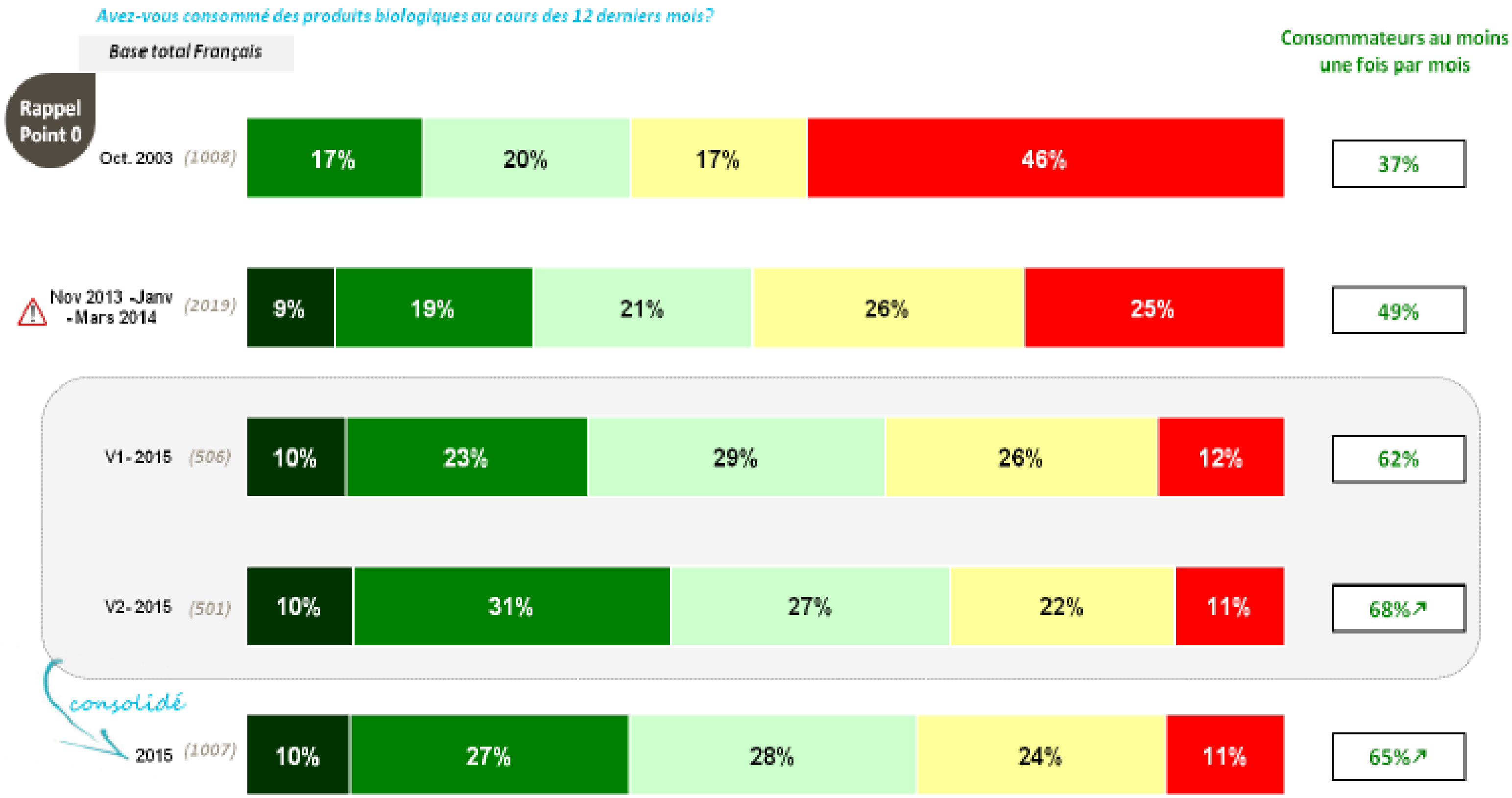
Prospects for 2016

- Approx. 7 billion Euros
- +20 % at least vs 2015

- Most dynamic sectors:
  - Fruits and vegetables
  - Grocery
  - Self-service fresh products

  - Direct sales
  - Stores specialised in organic products

Some facts and figures on French consumers



Daily consumers

Weekly consumers

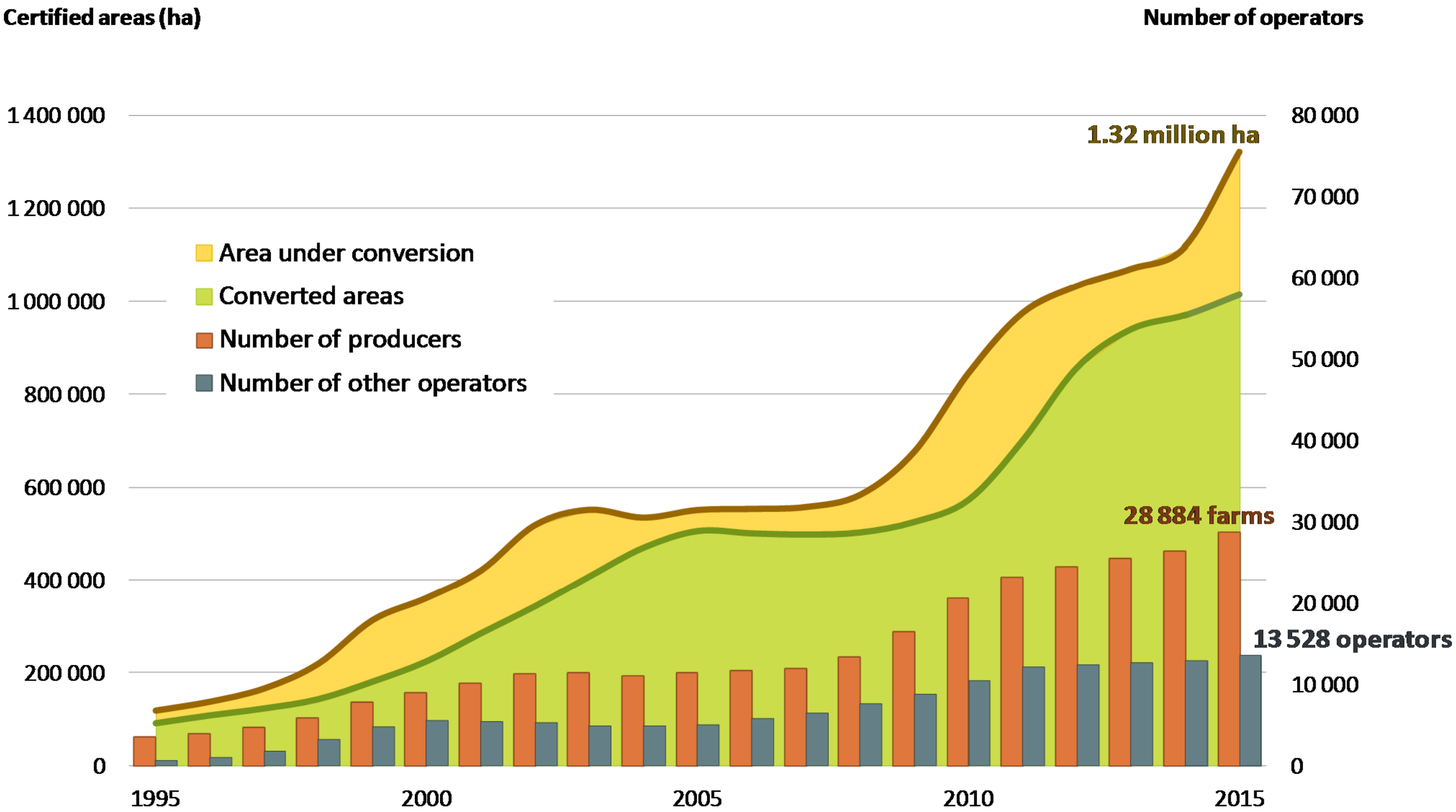
Monthly consumers

Yearly (occasional) consumers

Non consumers

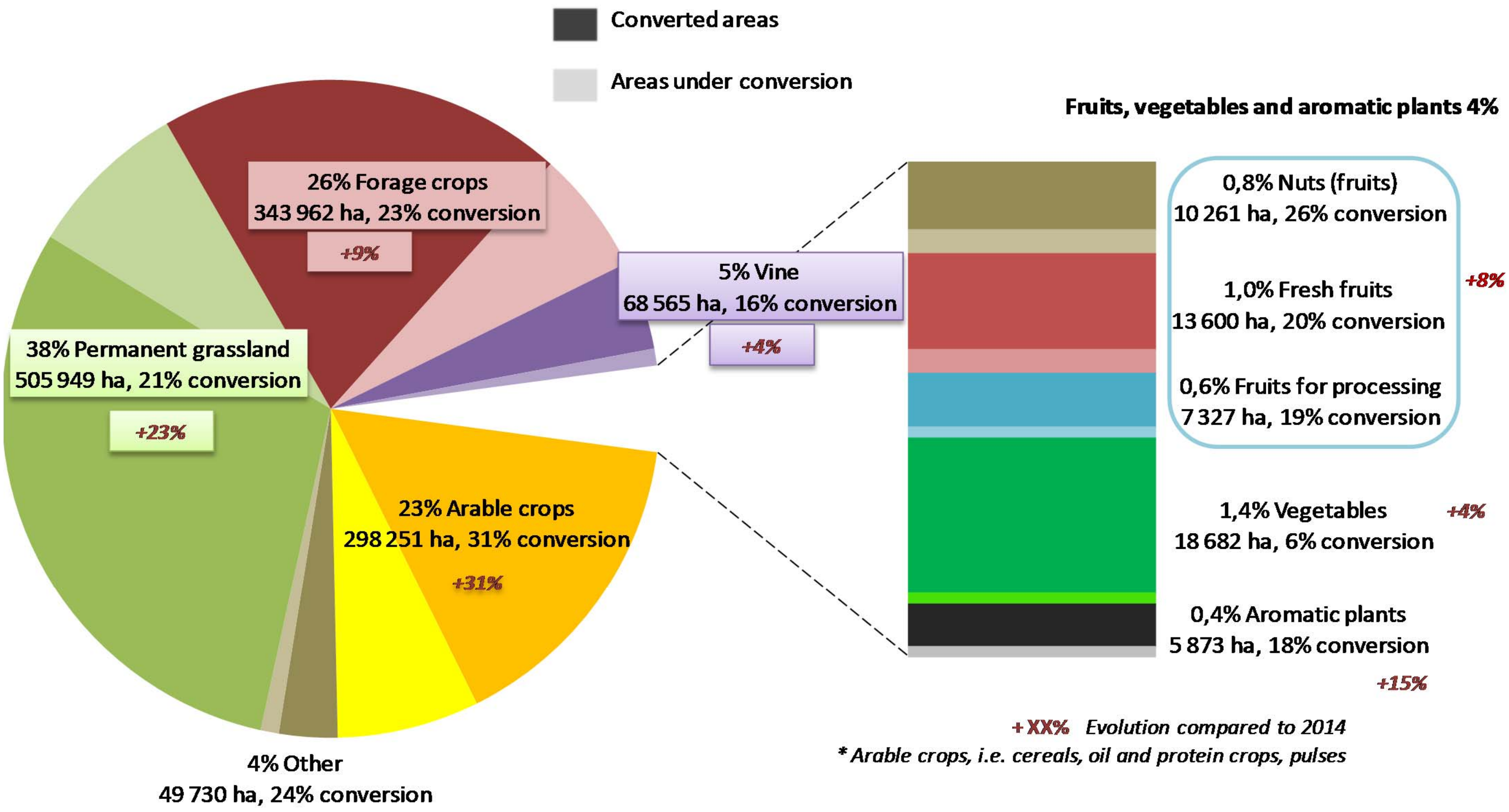
French organic production

Evolution of organic production in France



Agence Bio, Certification 2015

French organic land use



Agence Bio, Certification 2015

2016 tendencies

Au 30 juin 2016 et évolution par rapport à fin 2015

Acteurs de la Bio

31 880 fermes *+10 %*

7,2% des fermes françaises

10 % des emplois agricoles

14 338 transformateurs distributeurs, importateurs et exportateurs *+6 %*

46 218 opérateurs *+9 %*
(18 380 en 2007)

Surfaces Bio*

1,57 million d'hectares *+20 %*

Plus d'1 million ha certifiés bio *+6 %*
(500 000 ha en 2007)

260 000 ha en première année de conversion *+40 %*

Plus de 5,8 % du territoire agricole
(2 % fin 2007)

**Premières estimations*

For more information visit www.agencebio.org

Translate

Meet with us @

- BioFach, on Business France's stand
  Hall 1, booth 1-221A

- International Seminar on organic farming during the International Agricultural Show in Paris on Feb. 28th
  http://www.agencebio.org/seminaire-international
  - Overview on the organic sector in Europe
  - Development factors and obstacles
  - Understanding the consumer in Europe
  - Communication strategies

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