



The organic market in Germany - highlights 2017

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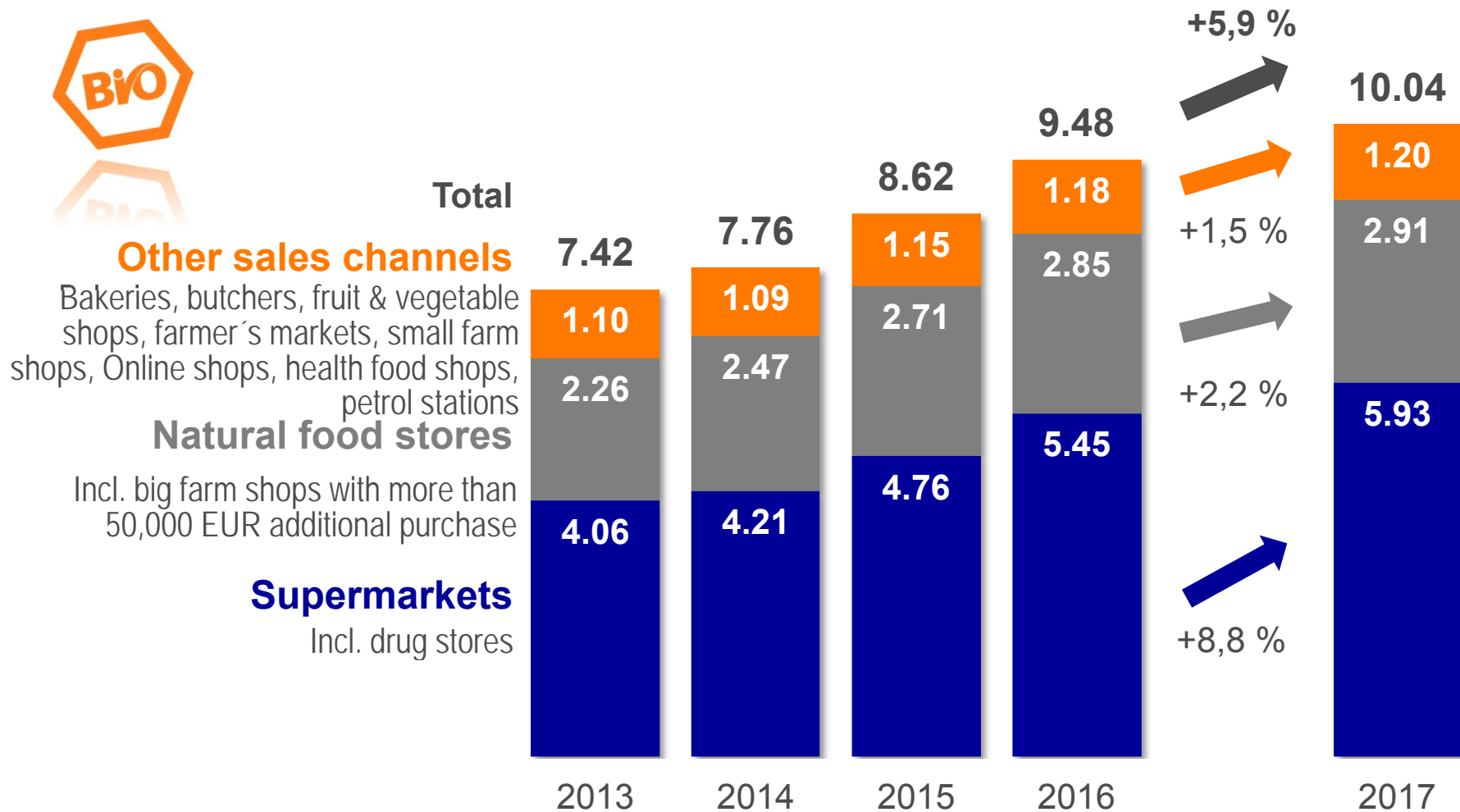
Highlights 2017



- Supermarkets very actively widen their assortments: discounters, supermarkets and drug stores
- Natural food stores are facing this concurrence and have to find new marketing ways , growth rates have slowed down
- Stable consumer prices for many organic products while conventional prices were rising
- Dry products are growing with higher volumes, higher prices were not really possible
- Milk- und Milk products and also meat are the most successful products groups
- Supply with raw materials remains a big topic for processors
- Organic area and production has been grown by 10 %
- Processing Facilities for some products insufficient
- **Market grew by nearly 6 % up to 10.04 billion EUR – 5.1 – 5.2 % organic share**

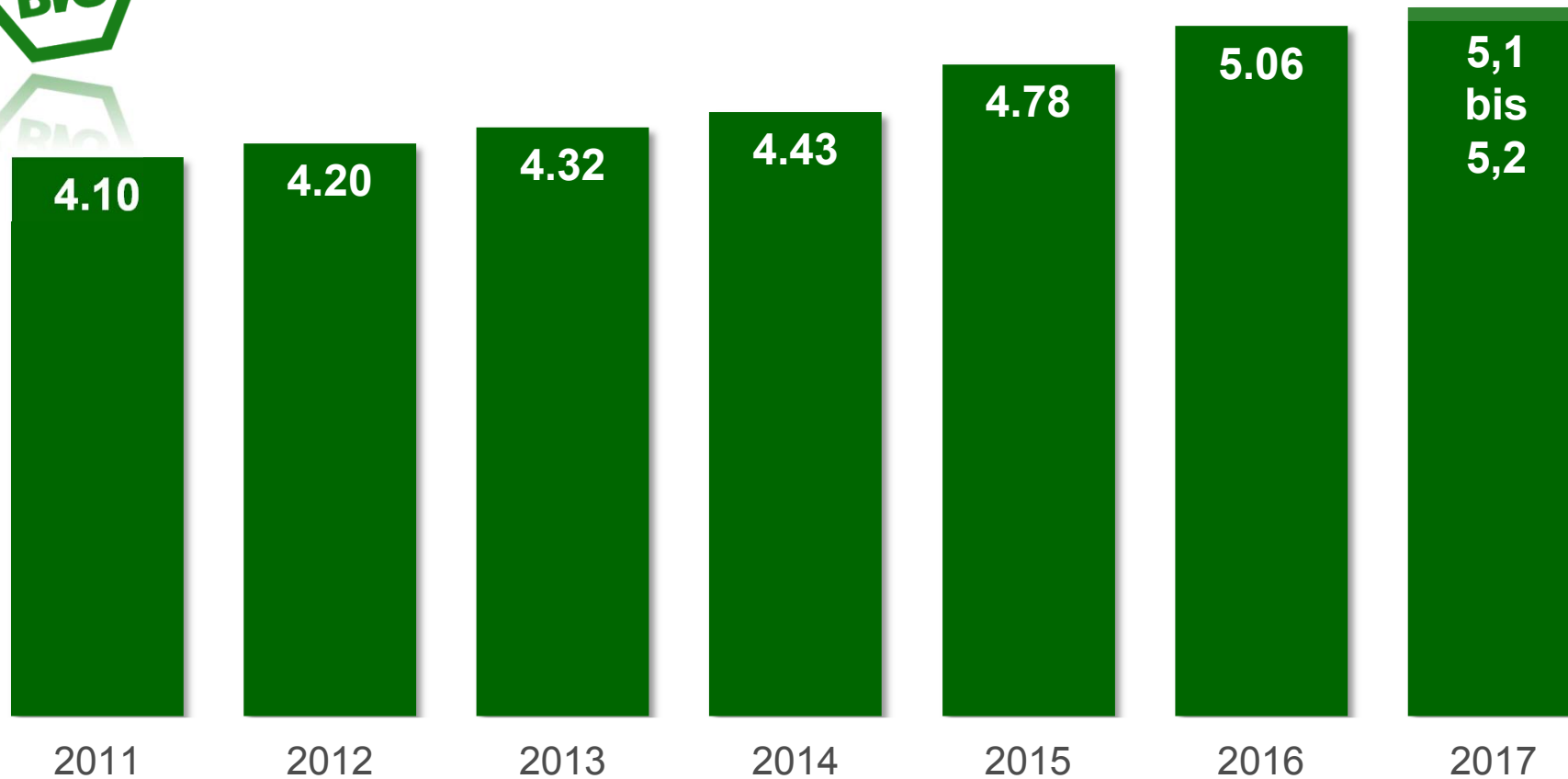
Organic food sales in Germany

In billion EUR excl. Catering



Organic shares are rising

Organic share of the total food market in Germany, in %

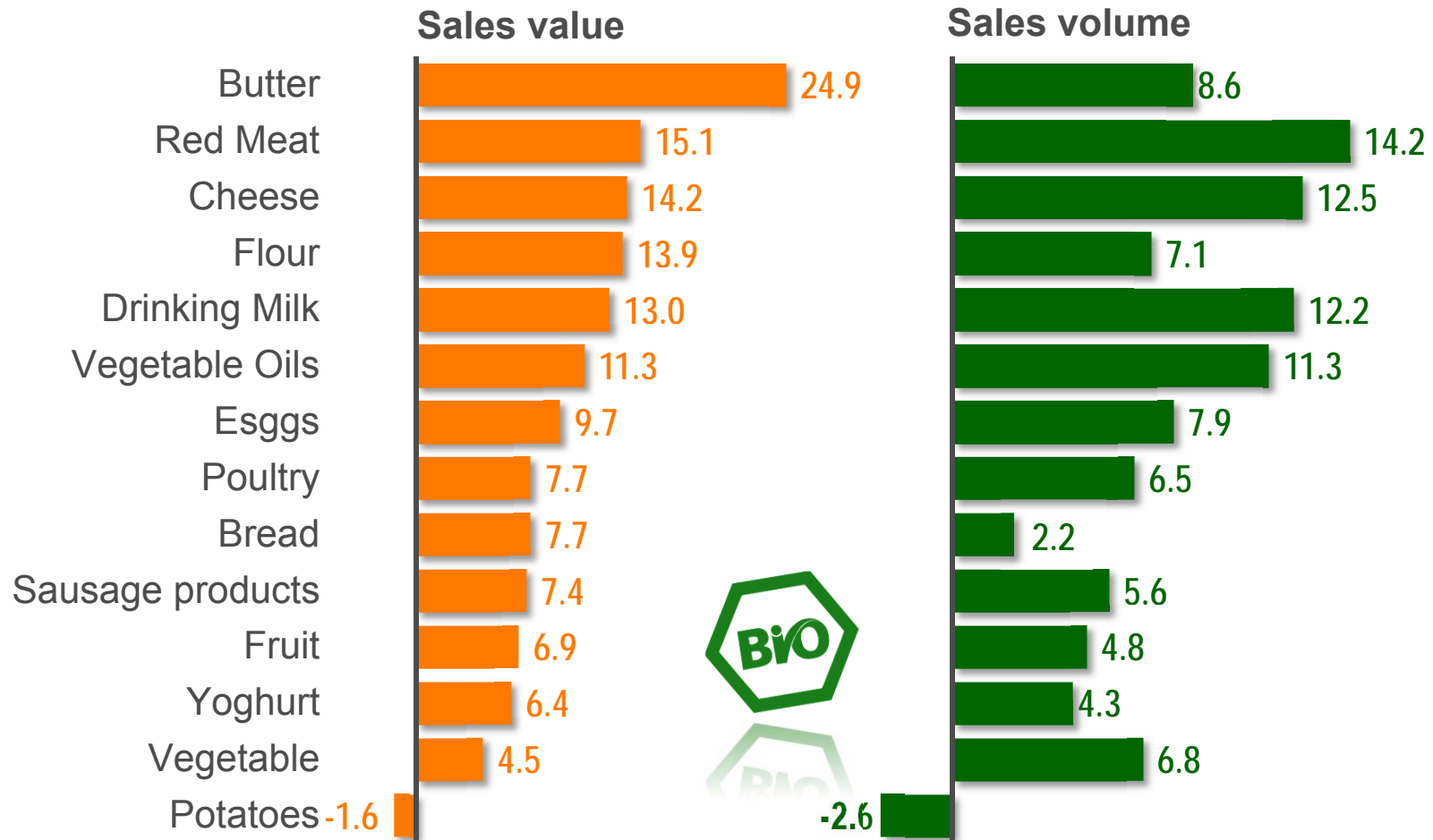


* Estimation depending on the development of the total food market 2017

Tops and Flops 2017



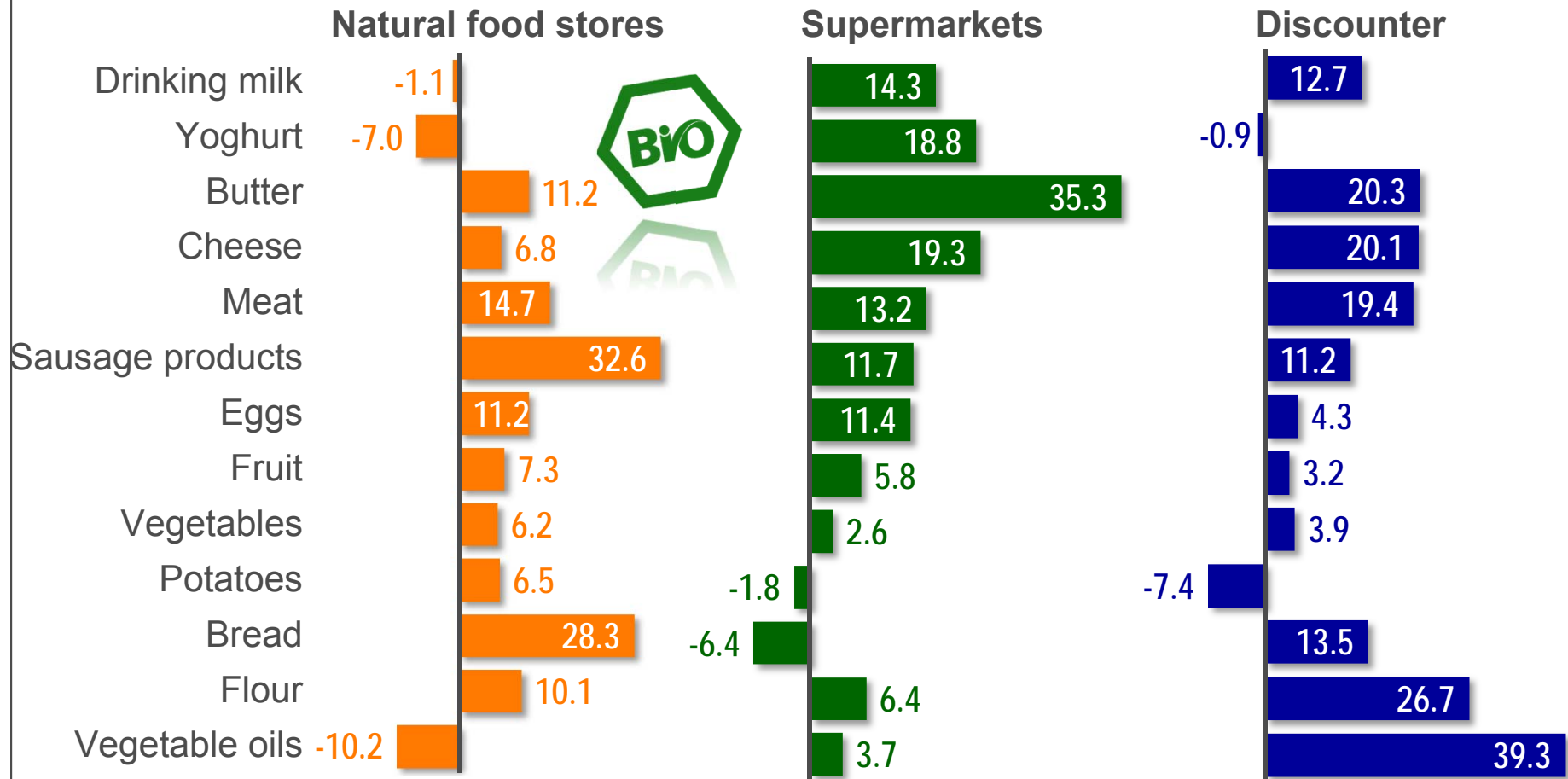
Growth rates of sales volumes and sales values of household purchases in Germany, 2017 vs. 2016 in %



Growth rates per marketing channel



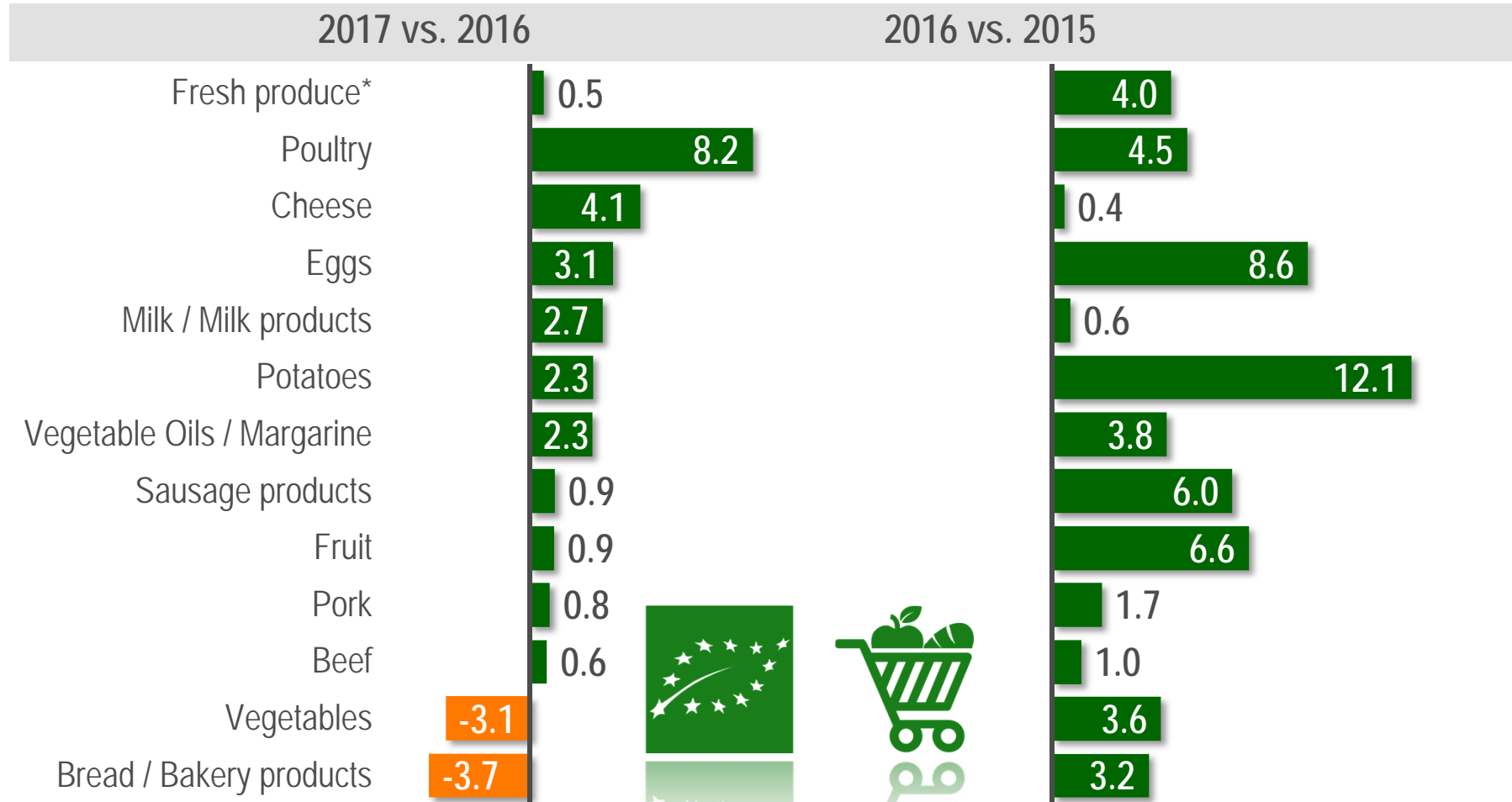
Growth rates of sales values of household purchases in different marketing channels, in Germany, 2017 vs. 2016, in %



Consumer prices remained stable



Consumer prices for organic fresh products, growth rates, in %

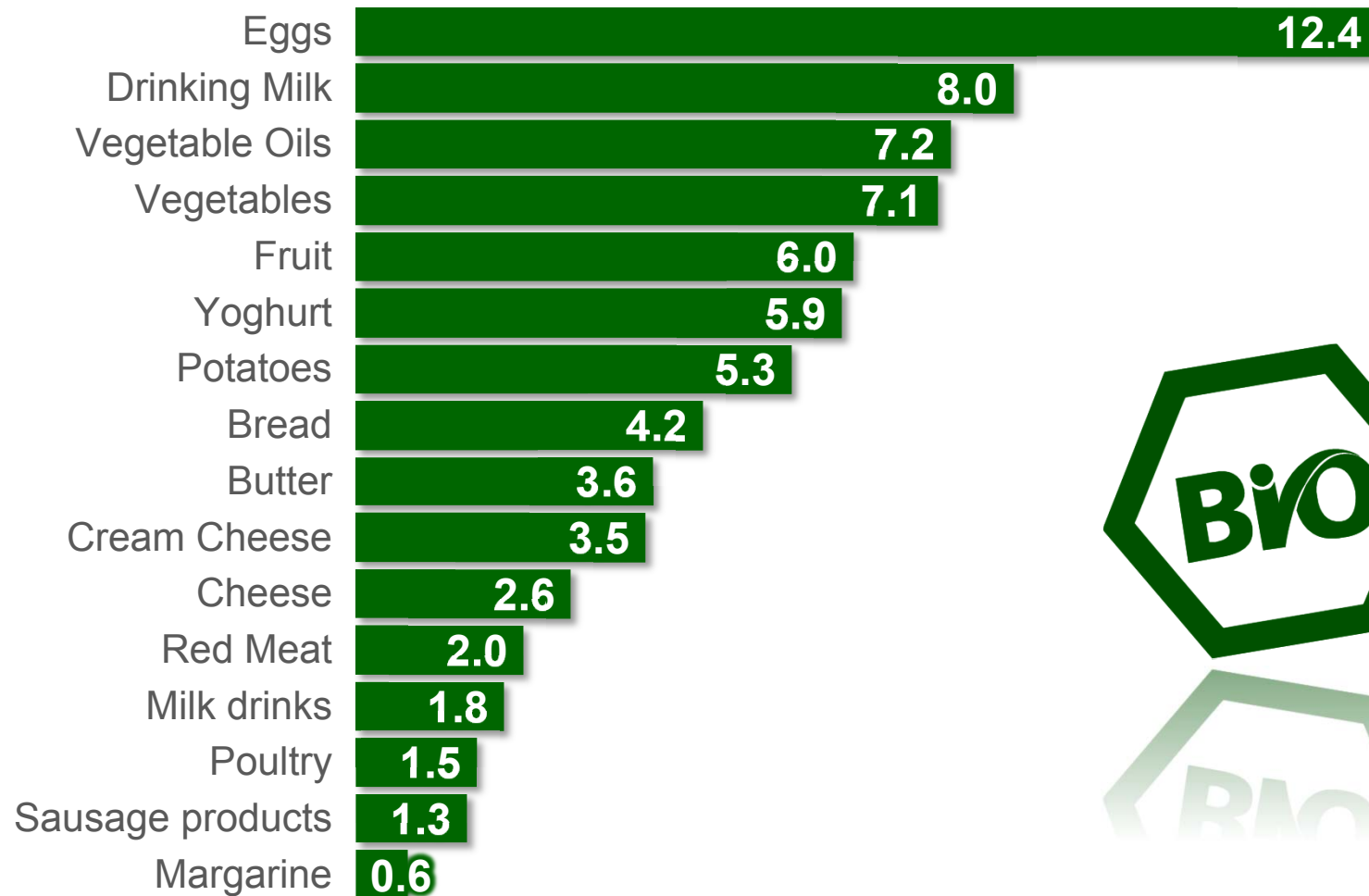


* Sum of all mentioned organic products

Organic shares of different products



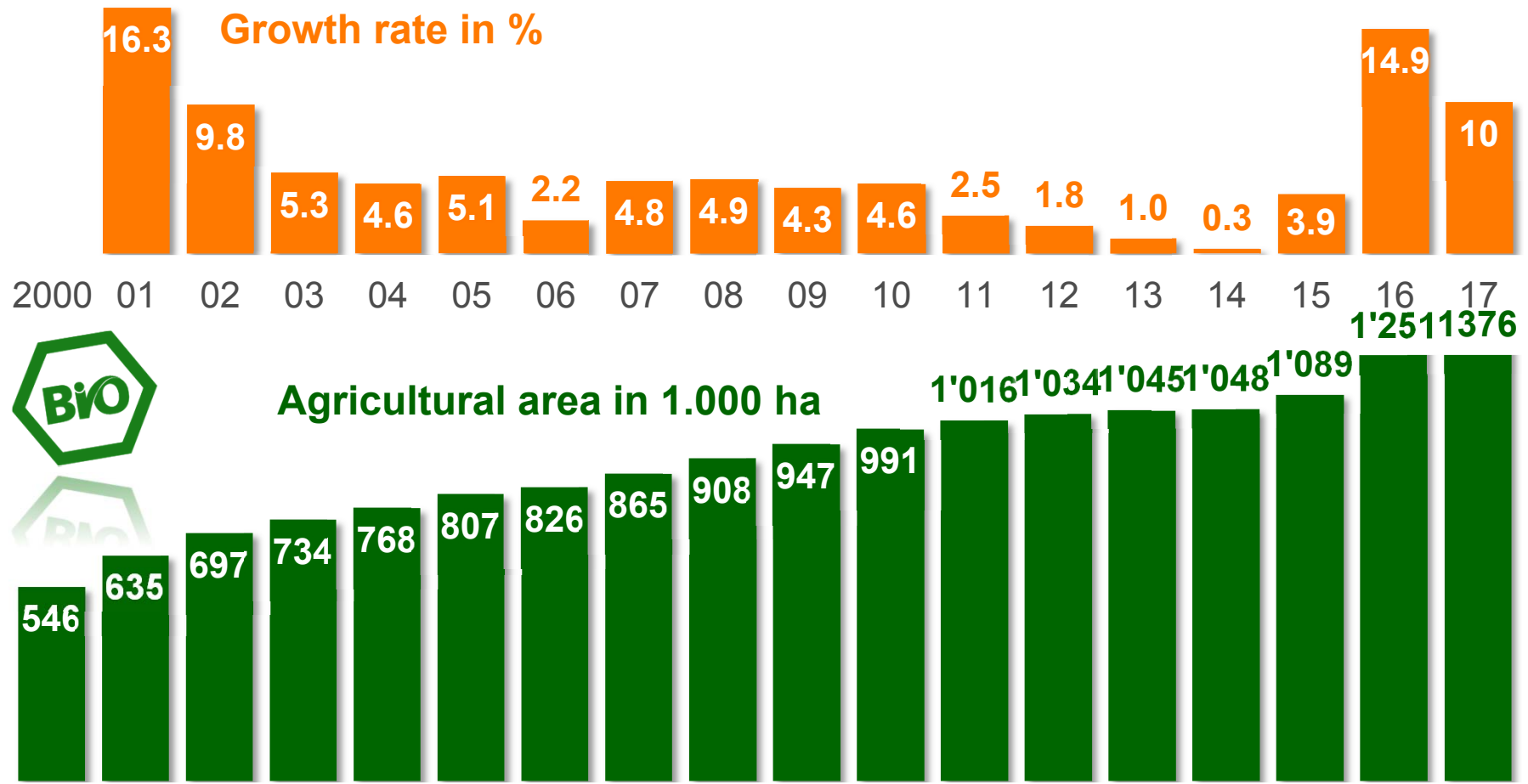
Organic shares of household purchases of fresh products in Germany
2016, volume shares in %



Organic Area and growth rate



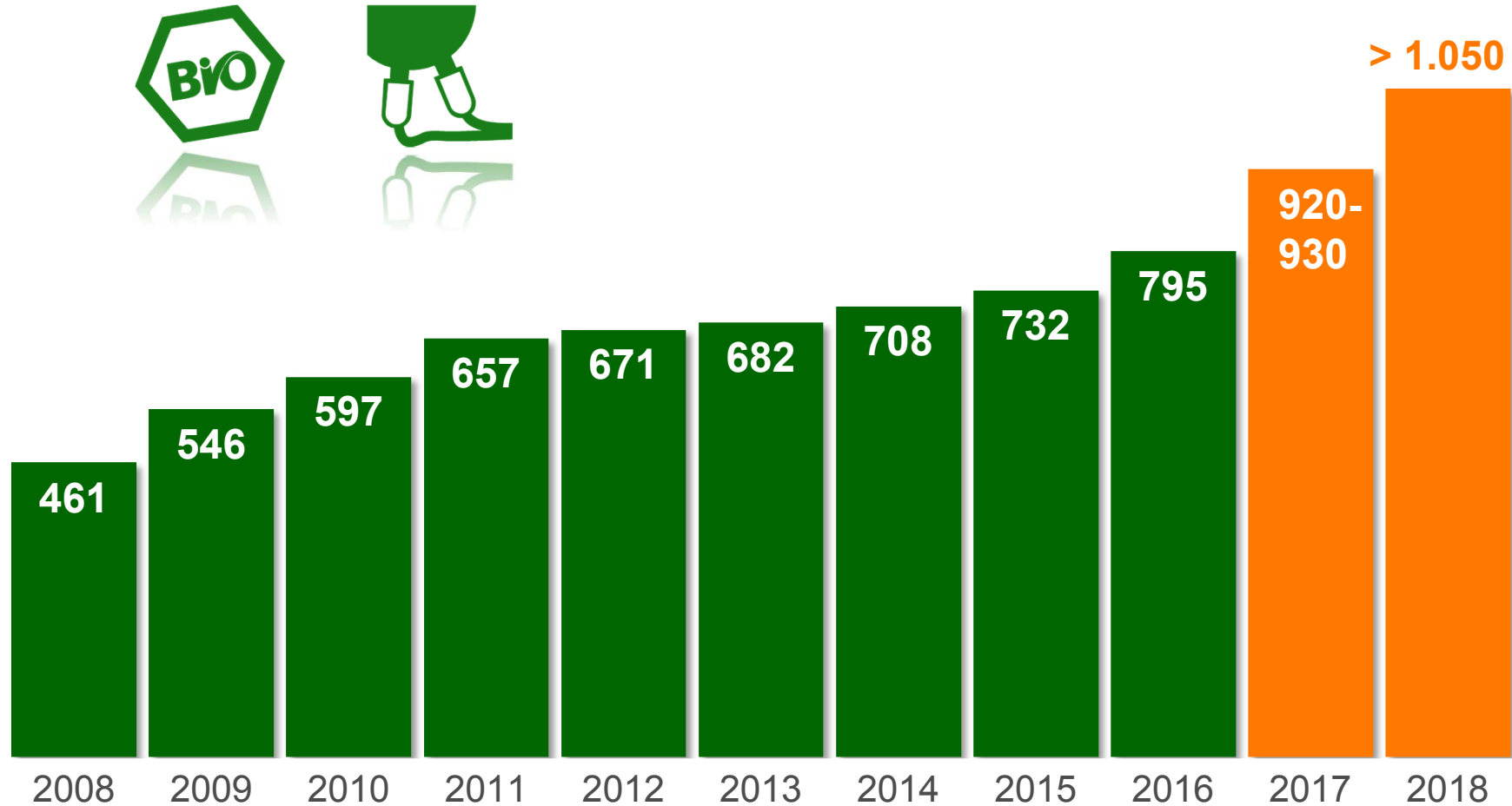
Organic Agricultural Area in Germany in 1.000 ha and growth rate compared to previous year in %



More than 1 million kilo organic milk in 2018



Organic raw milk collection in Germany in million kilogramm and forecast until 2018

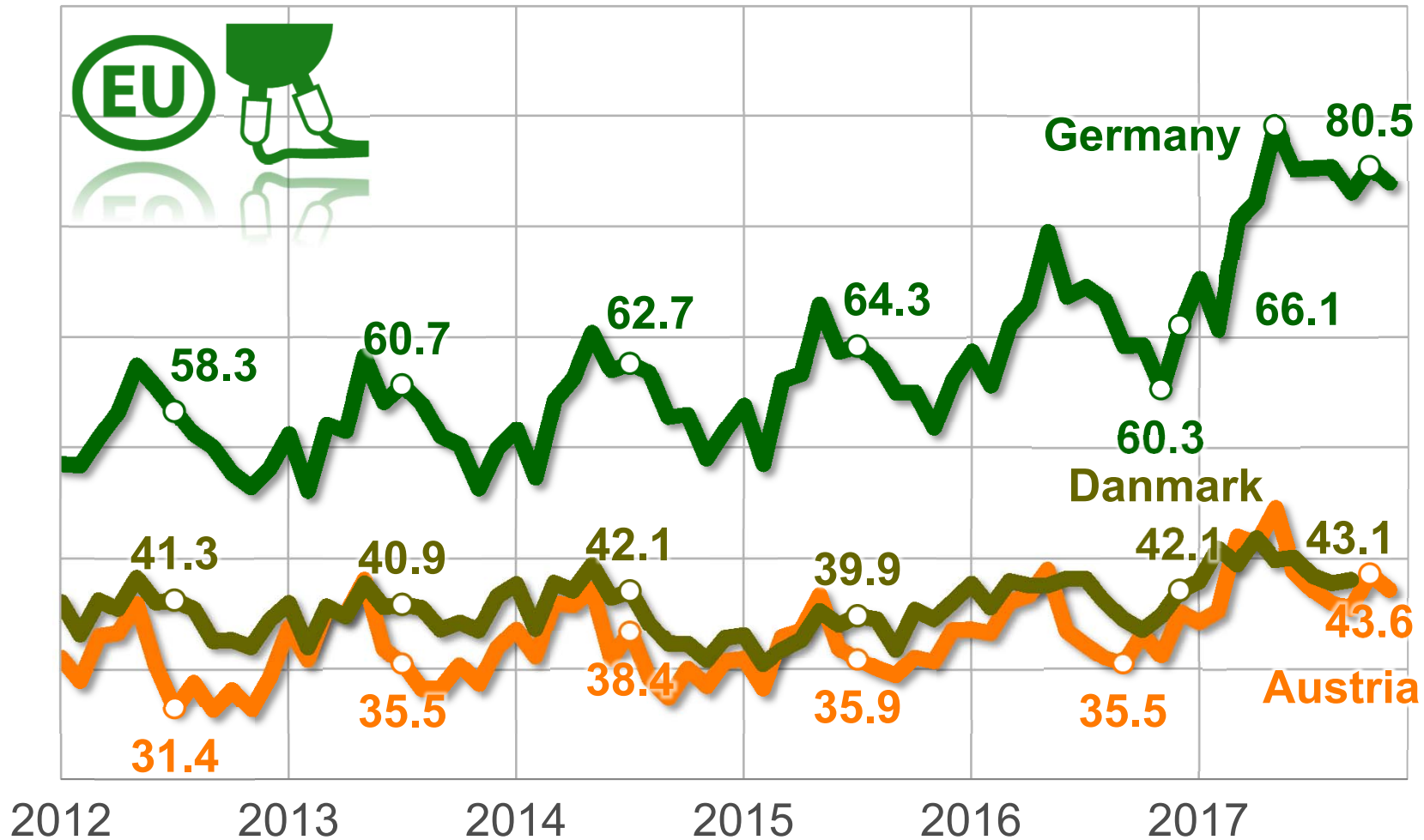


2017 and 2018: AMI-Estimation

More Organic Milk in Europe



Organic Milk delivery in selected European countries, in Million kilo



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