

2017: 25% of new food and beverage products were organic

A quarter of all food and beverage products launched in Germany in 2017 were organic. And: Almost three-quarters of consumers want an even wider selection of organic foods and drinks at their point of sale. This was revealed recently by the Mintel Global New Products Database (GNPD).

Market launches of organic products have grown steadily in Germany over the last ten years. Between 2008 and 2017, the number of new launches with organic labeling has almost quadrupled. More than half (54 percent) of consumers say that labeling as "organic" is a major factor in their shopping, according to Mintel. According to Mintel, important factors in a purchase decision on bio are that the food is not genetically engineered and that it is free of pesticides, chemicals, artificial additives and preservatives. Furthermore, more than half of consumers believe that some organic products stand for better animal welfare and an environmentally sound production.

Katja Witham, Global Food & Drink Analyst at Mintel: "Although healthy food is still an important factor when buying organic food, consumers now expect bio labels to stand for more. Environmental friendliness and other ethical practices have quickly become an integral part of consumer expectations."

Lien article : <http://www.freshplaza.com/article/192263/2017-25-procent-of-new-food-and-beverage-products-were-organic>