



Spain: Organic market grew by 12.5% in 2016

Spain is currently in the Top 10 of the global organic market, with 1,686 million Euro in 2016, which is 12.5% more than in the previous year.

A significant increase in the number of consumers and the national per capita consumption are the two main factors behind this achievement for the domestic bio market, according to a study carried out by the consultancy firm EcoLogical.

Thus, according to this study, the market share of the organic segment in Spain stands at 1.6% of the total food market. The per capita expenditure in Spain amounts to 36.3 Euro, which is 12.5% more than in 2015.

The organic acreage in Spain exceeds the two million hectares, making it the largest in the European Union and the fifth largest worldwide.

One of the main obstacles for the development of the domestic market, that is, the lack of availability and accessibility, is being corrected mainly by two ways. The first has to do with the growth and development of specialised stores, and the second with the greater implementation of the bio category by large consumer companies. Other marketing channels such as the Horeca, direct sales and the internet have also recorded significant growth.

The launch of new organic product lines by large agro-food multinationals culminates the process started not many years ago by the national agro-food industry. Sectoral growth and, above all, growth prospects continue to encourage the processing industry to bet on new niches not currently explored at the domestic level.

Millennials have become the main national bio consumers. Their greater awareness towards healthier shopping habits and consumption and their foreseeable higher disposable income will positively influence national consumption data.

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