

THE ORGANIC FOOD AND DRINK MARKET

REGIONAL FAVOURITE ORGANIC PRODUCTS

Survey of 2,000 UK consumers and their favoured organic purchases

NUTS

MANCHESTER
Organic nuts are at 80 per cent more popular here than the national average

CHOCOLATE

NORTHERN IRELAND
Some 20 per cent of consumers choose organic over conventional chocolate

MEAT

BELFAST
Belfast topped the list for favoured purchases of organic chicken and beef

FLOUR

SOUTH WEST
Organic flour is 72 per cent more popular here than the national average

VEGETABLES

SCOTLAND
Scotland topped the list for purchases of organic vegetables

EGGS

NORTH EAST
Organic eggs are 16 per cent more popular here than the national average

MILK

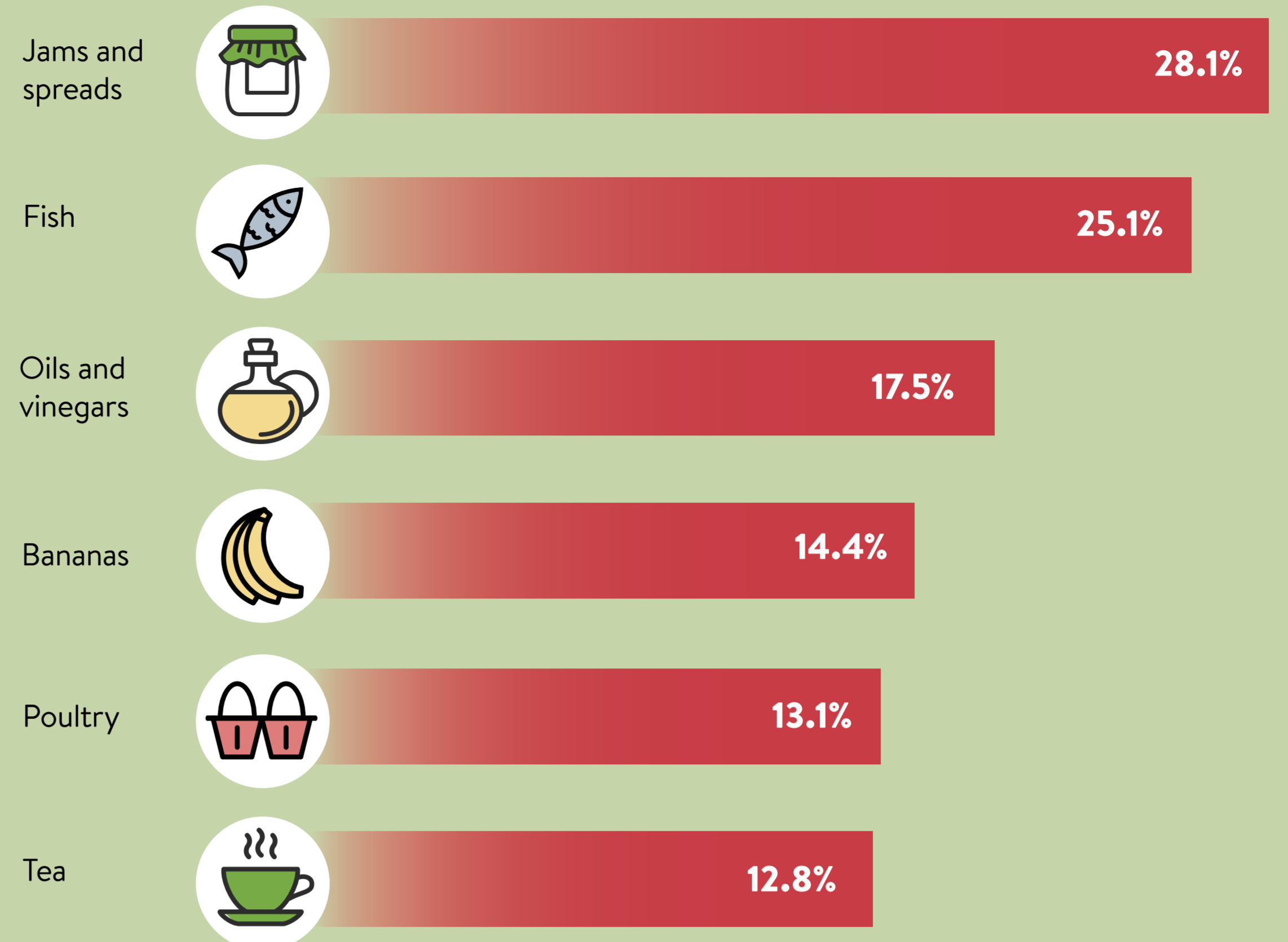
LONDON
Some 41 per cent of Londoners say organic milk is their top organic purchase, almost 50 per cent above the national average

WINE

BRIGHTON
10% said wine was one their top organic purchases, 200 per cent above the national average

Source: Organic Trade Board/Haygarth

FASTEST GROWING ORGANIC FOOD AND DRINK CATEGORIES 2015



Source: Soil Association 2016

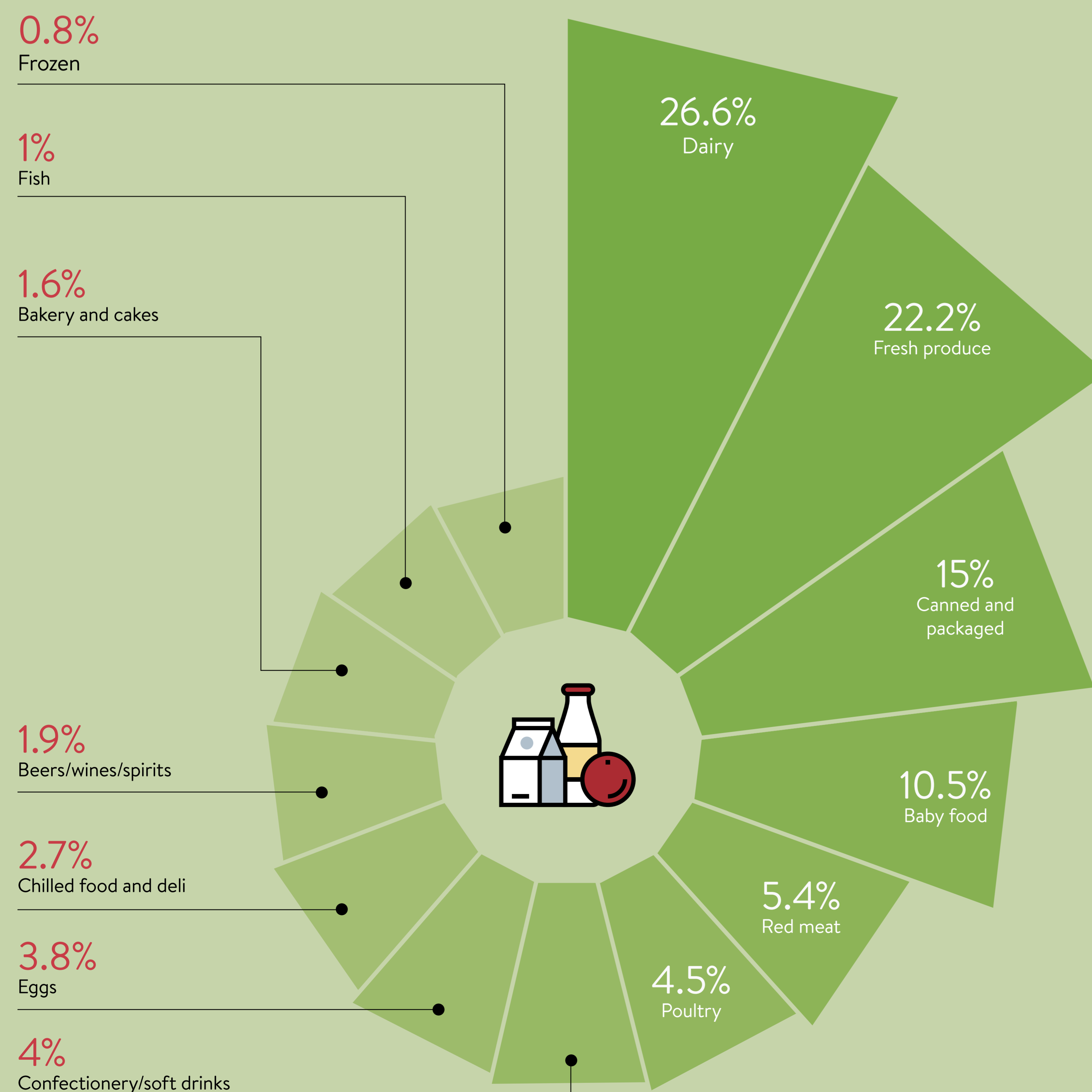
TOP-SELLING ORGANIC BRANDS

Based on supermarket sales



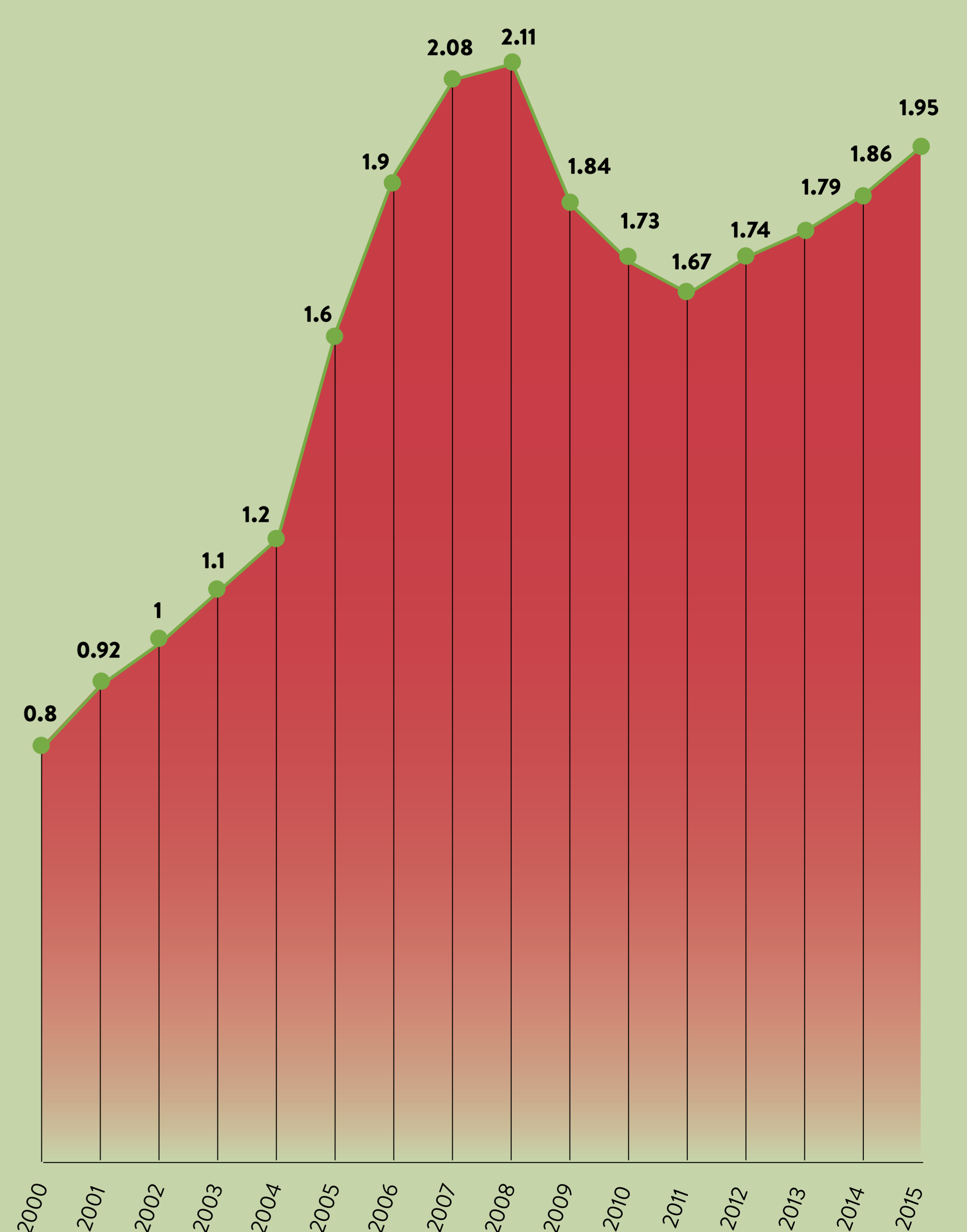
Source: Soil Association 2016

UK ORGANIC FOOD AND DRINK MARKET SHARE 2015



Source: Nielsen 2016

UK ORGANIC PRODUCT SALES (£BN)



Source: Soil Association 2016