

Exclusive report reveals what's driving consumer behavior in the *organic* Food and Beverage market

The global organic food and beverage market has grown to be worth more than a quarter of a billion USD in 2022.



As more products become available and more consumers introduce organic products to their regular consumption habits this figure is expected to reach almost half a billion USD by 2026.

While perceived health and sustainability benefits are the key drivers for most organic purchases, it's essential to ensure that these products look appealing as well. We asked consumers* about their habits/thoughts on organic food and the role of color in how they experience food and beverage.

Of all those we asked – only 14% of consumers said they didn't currently buy organic products – and 25% said they will in the future.

What do we mean when we talk about organic food and beverage? Do regulations align with the perception of the consumer? 54% of consumers we asked said an organic product should consist of 100% organic ingredients otherwise it's simply not organic.

It is not a market requirement that organic products contain 100% organic ingredients, but it could be worth considering for food and beverage manufacturers as

68% of the consumers said they will pay more for a 100% organic product.

Organic = healthy and sustainable

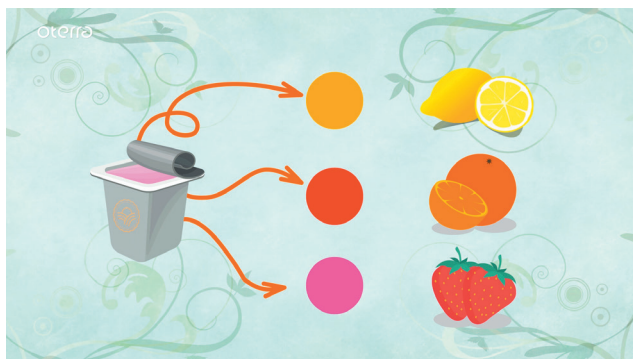
When asked to name the top attributes in organic food a large proportion of respondents felt natural ingredients are better for them, and for the planet. They also associate organic with better taste.



41% of respondents felt color is key to the perception of quality and enhances the experience of food and beverage.



There is more to the story though, especially when it comes to color!



33% believe color helps define the flavor and 42% believe color means food has more flavor. Color and flavor are one and the same for many consumers.

Our research suggests that organic food products with explicit organic claims (i.e., 100% organic) drive a perception of increased quality and naturalness, hence resulting in a more positive attitude towards the brand and driving the purchase intention of the consumer.

100%
Organic



More than 55% said they prefer to buy an ice cream or yogurt colored with certified 100% organic natural color.



A clean label product with an explicit organic claim and organic natural colors supports the consumers' desire for a healthy and sustainable food and beverage experience.



We understand the role of organic natural colors and can support you in offering better organic products to your customers.

Oterra is your partner for organic natural colors.

Organic natural colors by Oterra.

*1200 respondents, completely or partially responsible for food and beverage grocery shopping, across four countries (UK/US/France/Germany) conducted in September 2022.