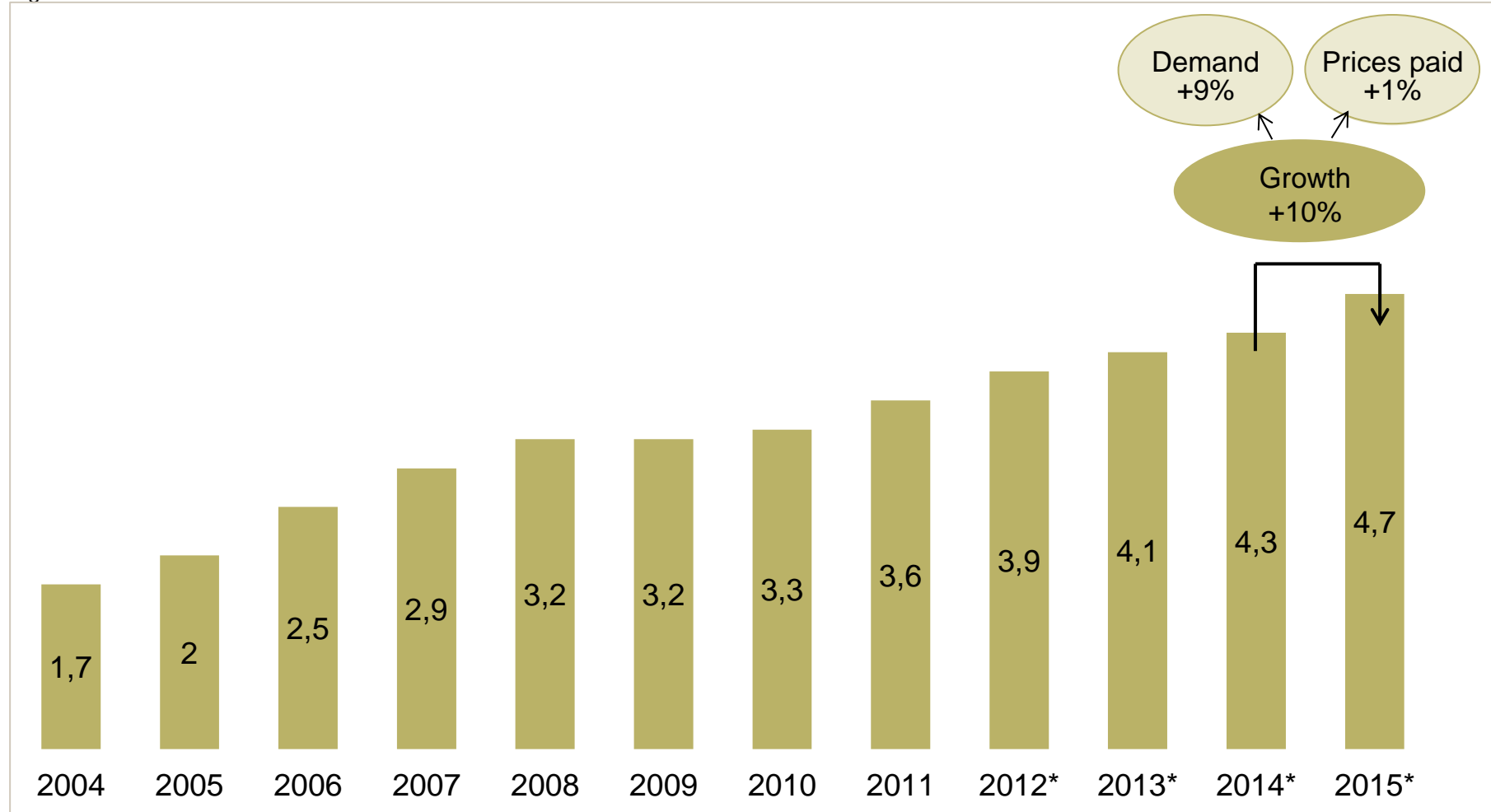


# The proportion of total expenditure on groceries attributable to organic produce in Germany has nearly reached the 5% mark

## Proportion of total expenditure on groceries in Germany attributable to organic produce (food and drink)

Figures rounded to nearest %

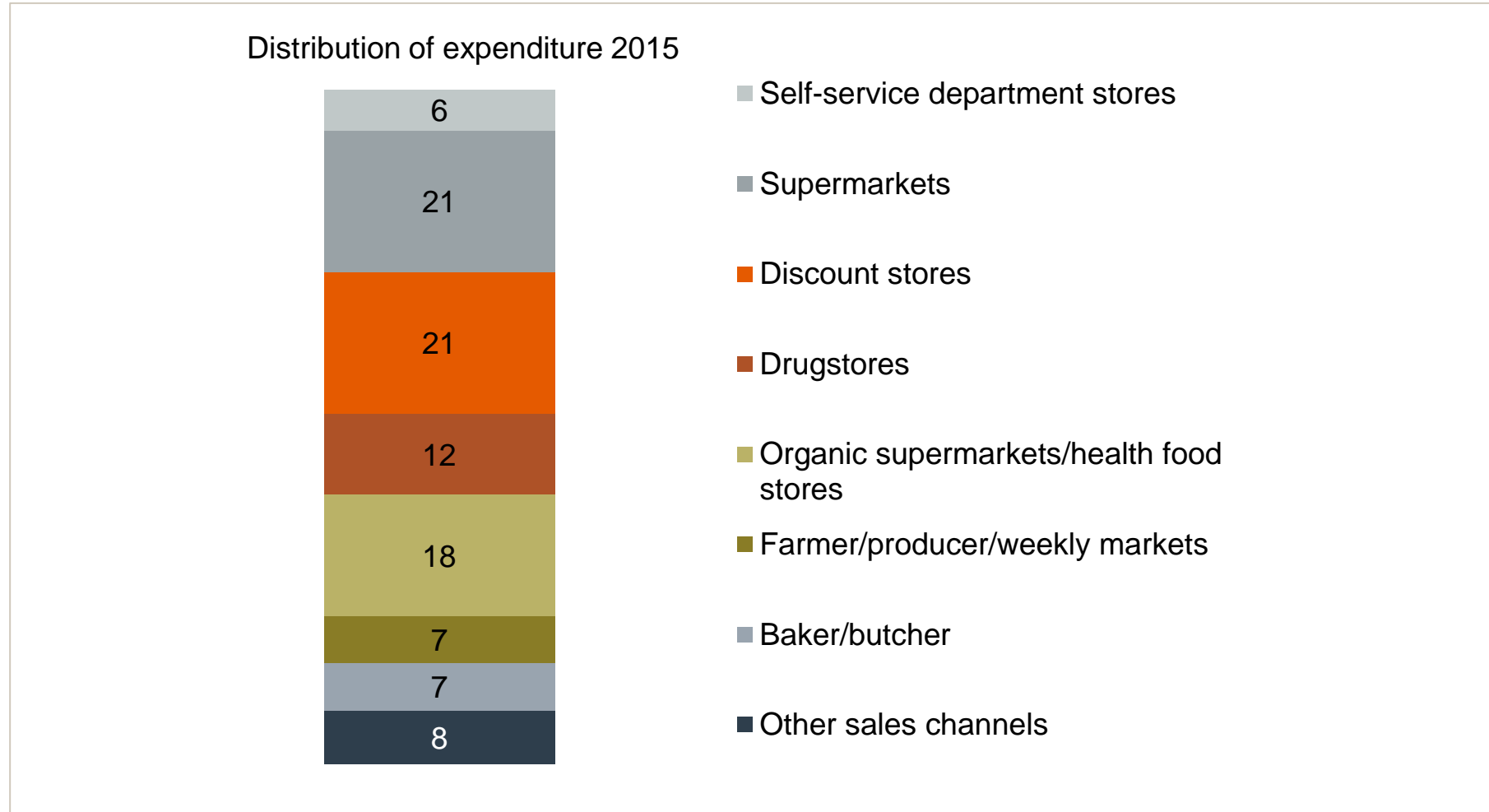


Source: GfK Household Panel, Sample: 30,000 households (for fresh products: 13,000) \* with new extrapolation from 2012

# Lion's share goes to supermarkets and discount stores; organic supermarkets/health food shops account for 18% of organic produce expenditure

## Organic groceries – Distribution of expenditure according to shopping location

Figures rounded to nearest %

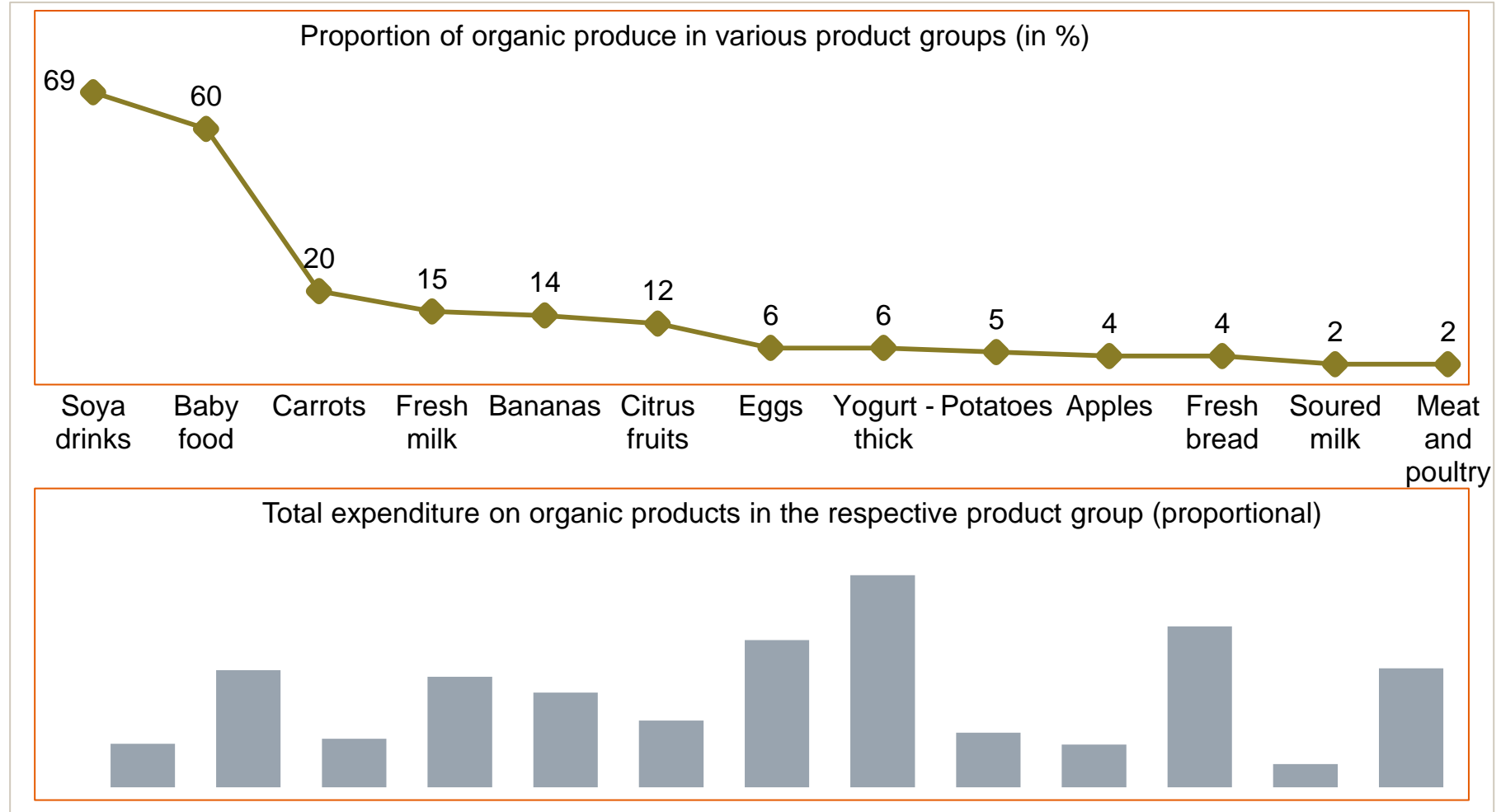


Source: GfK Household Panel, Sample: 30,000 households (for fresh products: 13,000) CP+

# Organic soya drinks and baby food have particularly high market shares; higher sales recorded for other products

## Selected product groups by proportion of organic produce

January–December 2015; Figures rounded to nearest %

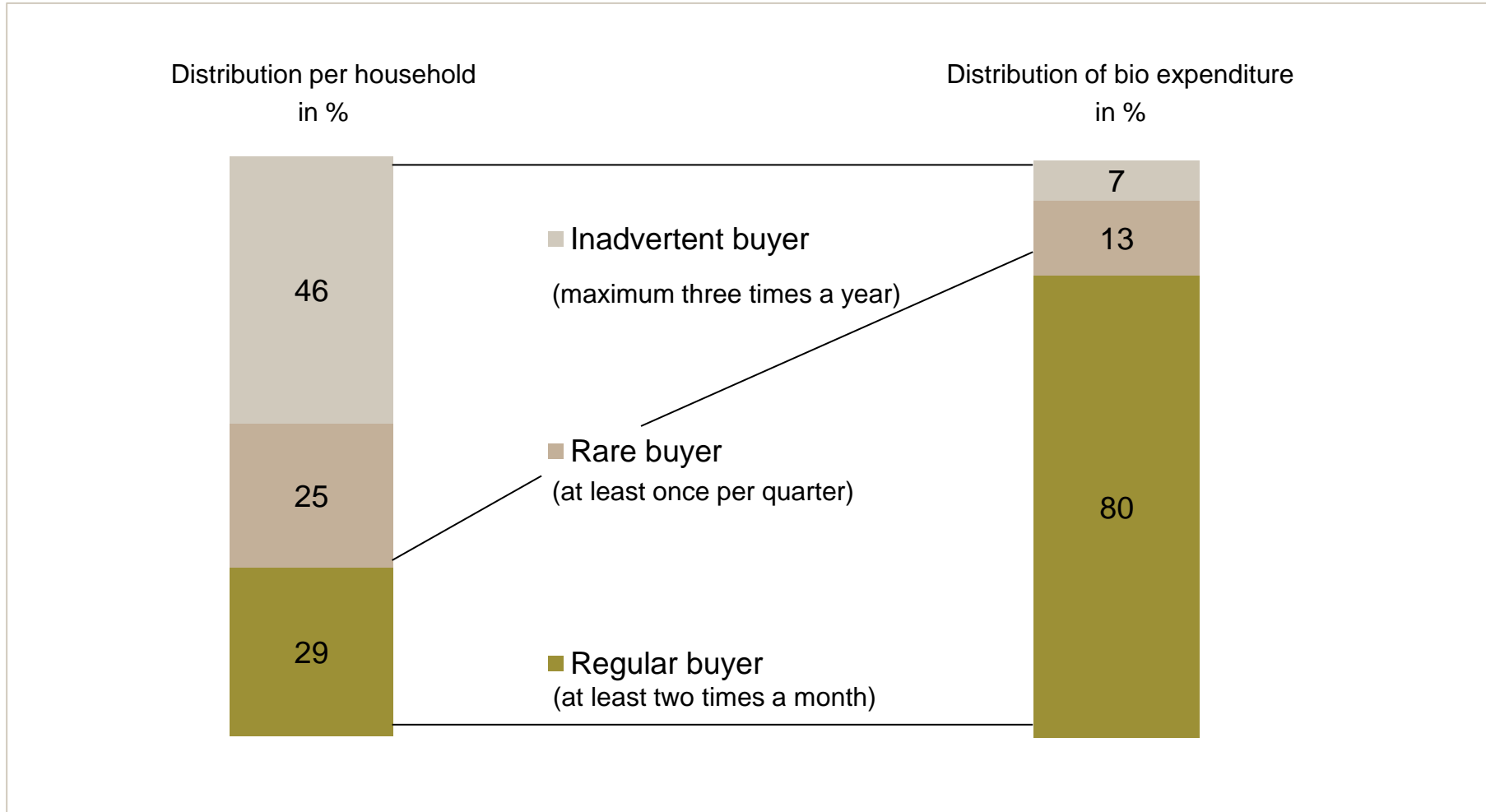


Source: GfK Household Panel, Sample: 30,000 households (for fresh products: 13,000) CP+

# Just under a third of households account for 80% of organic grocery sales

## Distribution of buyers and expenditure of organic groceries

Figures rounded to nearest %



Source: GfK Household Panel, Sample: 30,000 households (for fresh products: 13,000) CP+

# Regularity of organic purchases depends on age and income

## Demographic comparison of all household heads vs. bio-conscious household heads

Figures rounded to nearest %

	Proportion of all heads of household	Proportion of heads of household who regularly purchase organic products
<b>Aged</b>		
up to 34	18	11
35-49	27	26
50-64	27	29
65+	28	<b>34</b>
<b>Income (per capita)</b>		
Low earner	61	51
High earner	39	<b>49</b>

Source: GfK Household Panel, Sample: 30,000 households (for fresh products: 13,000) CP+

# Survey description

## Method

**GfK Household Panel:** 30,000 heads of household (representative of the German resident population) regularly and punctually record all of their purchases of various daily consumer goods. In addition to contextual information such as shopping location, date and other information (e.g. price, discount), EAN barcodes for every product bought are scanned and recorded.



WHO?



WHAT?



WHEN?



WHERE?

