Natural and Organic Foods and Beverages in the U.S., 4th Edition

Description:
Natural and organic foods have found a loyal – and growing – fan base in the United States. What was once a category of food found in small co-ops, “alternative” food stores and, with the advent of Whole Foods, niche, high-end supermarkets have now become ubiquitous. Every major supermarket chain in the U.S., from Kroger to Target to Safeway to Walmart – have store-brand lines of natural and organic products. These are truly mainstream products.

And consumers want them. Consider that, in 2014, retail sales of natural and organic foods and beverages grew 5.5% to nearly $53.5 billion. That figure is 53% higher than sales just five years earlier. Organic foods remain the shining star of this market, with that segment gaining 12.5% in sales in 2014.

But the industry is not without controversy. For example, lawsuits over alleged misuse of “natural” claims on food labels have mushroomed in the past several years. “Natural” claims have also been criticized by the popular media, consumer advocacy groups, and even organic industry groups as being ill-defined and meaningless. The result has been a retreat from “natural”labels by many marketers, and confusion or avoidance on the part of consumers.

This completely updated report examines sales and growth potential, identifying key issues and trends that will affect the marketplace through 2019. The report also analyzes and profiles major marketers and retailers, examines marketing and new product trends, and tabulates consumer attitudes and behaviors toward natural/organic foods and beverages and the corresponding retail shopping patterns. Numerous tables, charts, graphs, and illustrations highlight and reinforce key points.

Methodology
Our sources of information for Natural and Organic Foods and Beverages in the U.S., 4th Edition include primary research entailing interviews with retailers and other members of the industry, and on-site examination of retail stores. Secondary research involved the evaluation and comparison of data from articles found in financial, marketing, and industry and consumer publications, as well as on corresponding websites. Other sources for secondary data include annual reports, 10-Ks, transcripts of earnings calls, and literature from individual companies; government reports; industry associations such as the Organic Trade Association (OTA); and other reports by Packaged Facts. Consumer data are derived from Simmons National Consumer Surveys for Fall 2013, from Experian Marketing Services.
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