

Shopping organic

Where are they shopping for organic products?

- 70% Supermarkets
- 45% Mass merchandisers
- 37% Natural and organic retailers

Why are they BUYING organic?

Demand for organic products is booming, according to the Organic Trade Association (OTA), Brattleboro, Vt. In 2013, organic product sales jumped 12 percent compared with 2012 to \$35.1 billion, setting a new record, it reports. Of this total, organic beverage sales reached \$4 billion, a rise of 5 percent from 2012, and, more specifically, organic fresh juice sales jumped 26 percent to \$486 million, it says. As such, organic beverages now account for 3 percent of total U.S. beverage sales, according to the OTA.

Overall, the OTA reports that eight out of 10 American families now have organic products on their grocery lists at least some, if not all, of the time. Here's a look at why these consumers are choosing organic, where they are shopping, and for whom they are shopping.

42%

believe it is healthier for them and their children

33%

are concerned about the effects of pesticides, hormones and antibiotics on their children

23%

want to avoid genetically modified foods

Three-quarters of parents say they actively seek out the USDA Organic certification seal on packaging.



(Image courtesy of the Organic Trade Association, U.S. Department of Agriculture)

13%

Organic carbonated soft drink sales were up 13 percent in 2013 as consumers sought organic sweeteners and aimed to avoid artificial colors and flavors.



(Image courtesy of Honest Tea)



All in the FAMILY

18%

say they started buying organic products primarily for their children

55%

say they made the switch to organic products to support their entire family's health, although their children's health also was a primary driver

The little kids

34%

of parents with children under age 3 said they are trying to provide organic foods for them 100 percent of the time.



The BIG KIDS

48% of parents of tweens have increased the organic options they provide.

47% of parents of tweens are buying the same amount as they did last year.

43% of parents of teens have increased the organic options they provide.

45% of parents of teens are buying the same amount as they did last year.

A healthy start

61% of parents who strive to provide their children with 100% organic foods believe their children show strong commitments to choosing organic foods as they grow older and begin to make their own choices.

Source: Organic Trade Association's 2014*U.S. Families' Organic Attitudes & Beliefs 2013 Tracking Study*

