



CANADIAN ORGANIC MARKET REPORT 2017



This report is the second study by the Canada Organic Trade Association providing a comprehensive look at Canada's organic market. The report provides new insights on consumer behaviour and preferences, organic sales growth, trade statistics and more.

In Canada, the total organic market is an estimated

\$5.4 BILLION ↑ Up from \$3.5 billion in 2012

\$4.4 BILLION

Size of the organic food and beverage market

Market share of organic food & beverages within mainstream retailers has grown from 1.7% in 2012 to 2.6% in 2017.



66 PERCENT

The percent of Canadian shoppers who are purchasing organic items weekly

↑ Up 10% from 2016

41 PERCENT

The percent of Canadians who are very or somewhat familiar with the Canada Organic logo

↑ Up 12% from 2016



48 PERCENT

The percent of Canadians who rate the Canada Organic logo as trustworthy

↑ Up 9% from 2016

\$637 MILLION

The value of Canadian organic imports in 2016



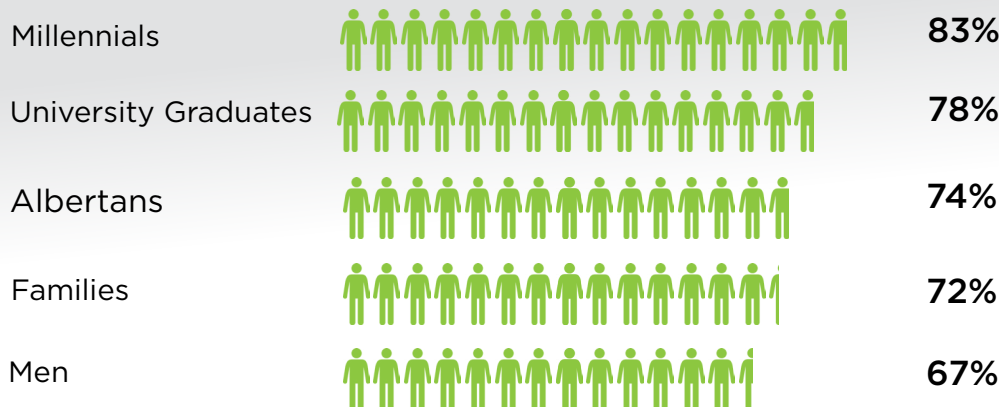
Unroasted coffee, bananas and olive oil are the top organic imports, expected to be an estimated \$216 million for 2017.

\$607 MILLION

The value of Canadian organic exports expected by year end 2017

Green and red lentils, and red spring wheat account for approximately two thirds of organic exports.

Canada's Top Weekly Organic Buyers of 2017



What organic products are consumers buying?

Fresh fruits and vegetables remain the cornerstone of the organic food and beverage market, with **over half a billion in sales** through mainstream retailers for the year ending August 2017.



Where are consumers buying organic?

Mainstream retailers have seen higher growth rates than other retail channels.



80% of organic shoppers make organic purchases at regular grocery stores



23% of organic shoppers make organic purchases through farmer-direct channels (e.g. farmers' markets)

24% natural health stores

39% mass retailers

10% pharmacy/drug stores

4% online retailers