

U.S. Organic Non-Food vs. Total Non-Food Sales, Growth and Penetration, 2008-2017

Category	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Organic Non-Food	1,649	1,800	1,974	2,195	2,455	2,770	3,152	3,555	3,866	4,151
Growth (%)	39.5%	9.1%	9.7%	11.2%	11.8%	12.8%	13.8%	12.8%	8.8%	7.4%
Total Non-Food	370,047	365,486	378,698	397,664	419,453	433,890	443,846	456,130	459,634	468,368
Growth (%)	3.7%	-1.2%	3.6%	5.0%	5.5%	3.4%	2.3%	2.8%	0.8%	1.9%
Organic (as % Total)	0.45%	0.49%	0.52%	0.55%	0.59%	0.64%	0.71%	0.78%	0.84%	0.89%

Source: Organic Trade Association's *2018 Organic Industry Survey* conducted 1/25/2018 - 3/26/2018 (\$mil., consumer sales).