

Organic Food

ฝ่ายวิจัยและข้อมูล
สถาบันอาหาร กระทรวงอุตสาหกรรม



BANNEDWAGON

People are focusing on labels, ingredients and production methods, embracing once-niche ways of living and eating.

TREND

Global attitudes toward “natural”

50%

of consumers said that “natural” is the most important claim to them when shopping for food

Food Packaging Trends - US, June 2016

30%

of consumers said they are interested in and would pay more for natural/organic ingredients when it comes to shopping for food and drink

Attitudes Toward Healthy Eating - Canada, January 2017

72%

of Spanish consumers are generally interested in natural foodstuffs; of Spanish consumers prefer the health-promoting benefits of natural foods (e.g. fruit and vegetables) over the added benefits of functional foods

Natural Nut Spreads In Spain, April 2017

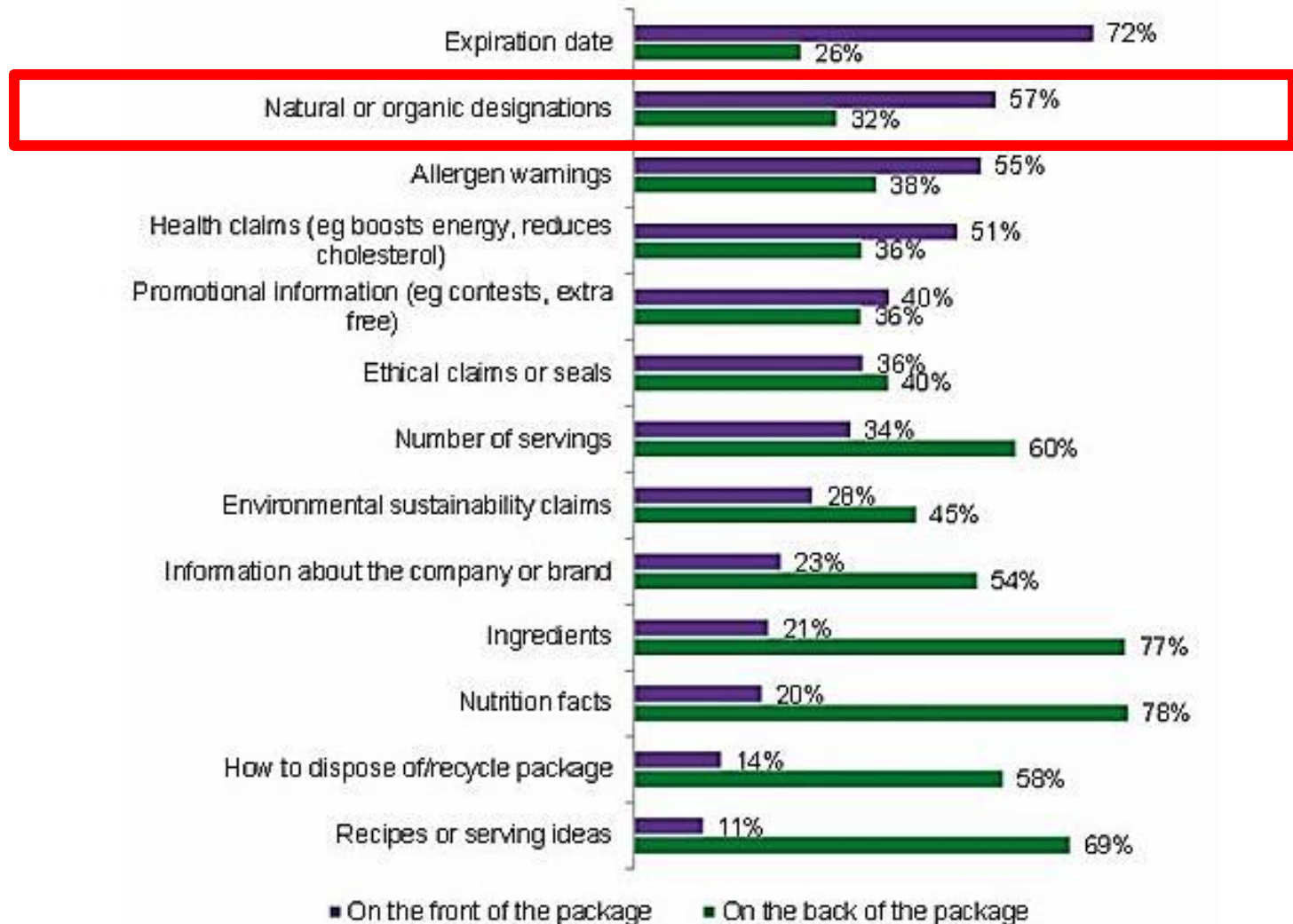
66%

of consumers said that “all- natural” yogurt or yogurt drinks are worth paying more for

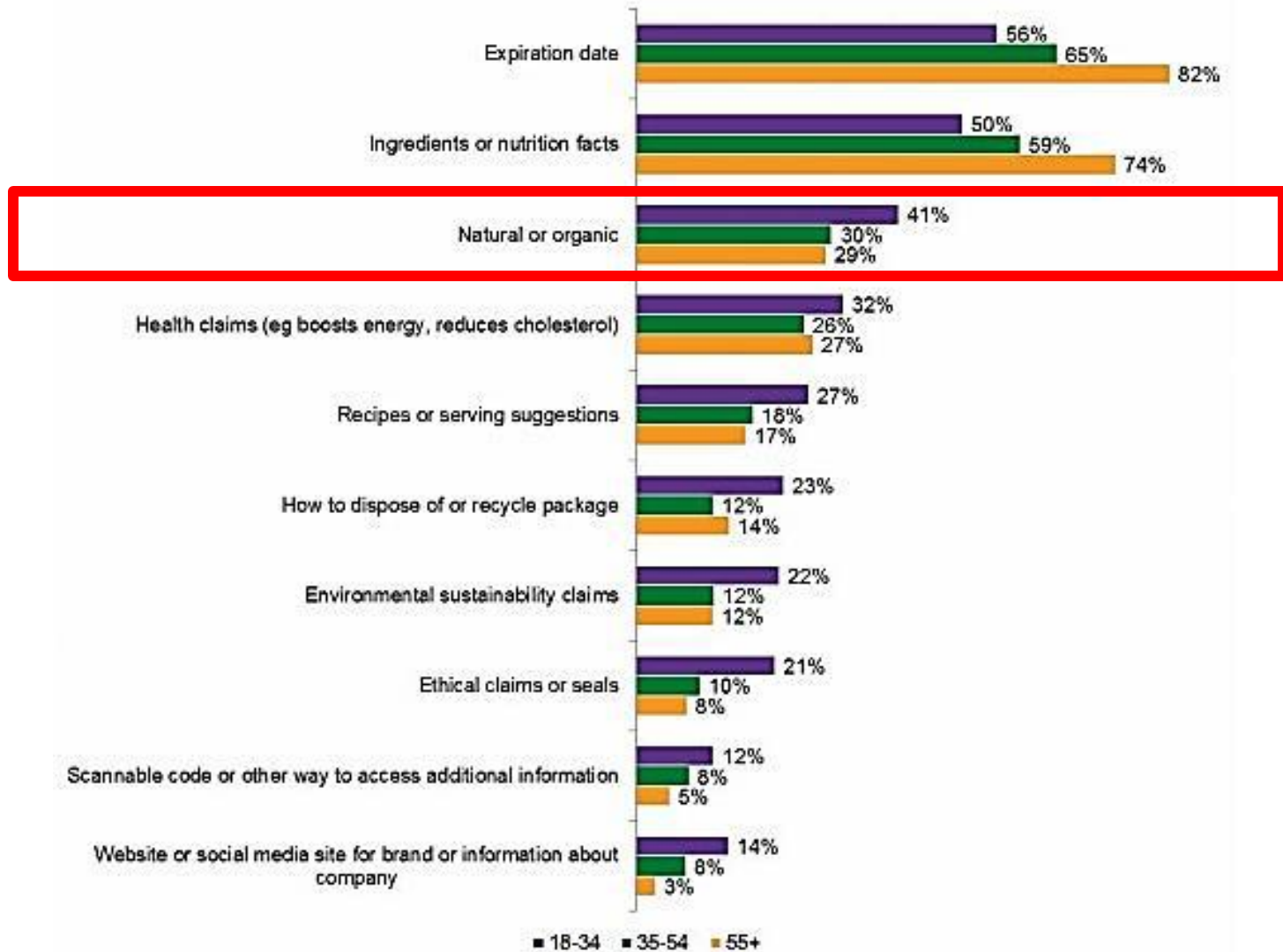
Yogurt - China, August 2016

Natural Ranks Highly Among Front-of-pack

Thinking about food product packaging, please indicate where you would prefer each piece of information to be.



Millennials More Likely To Look for Natural, Organic Descriptors On Pack

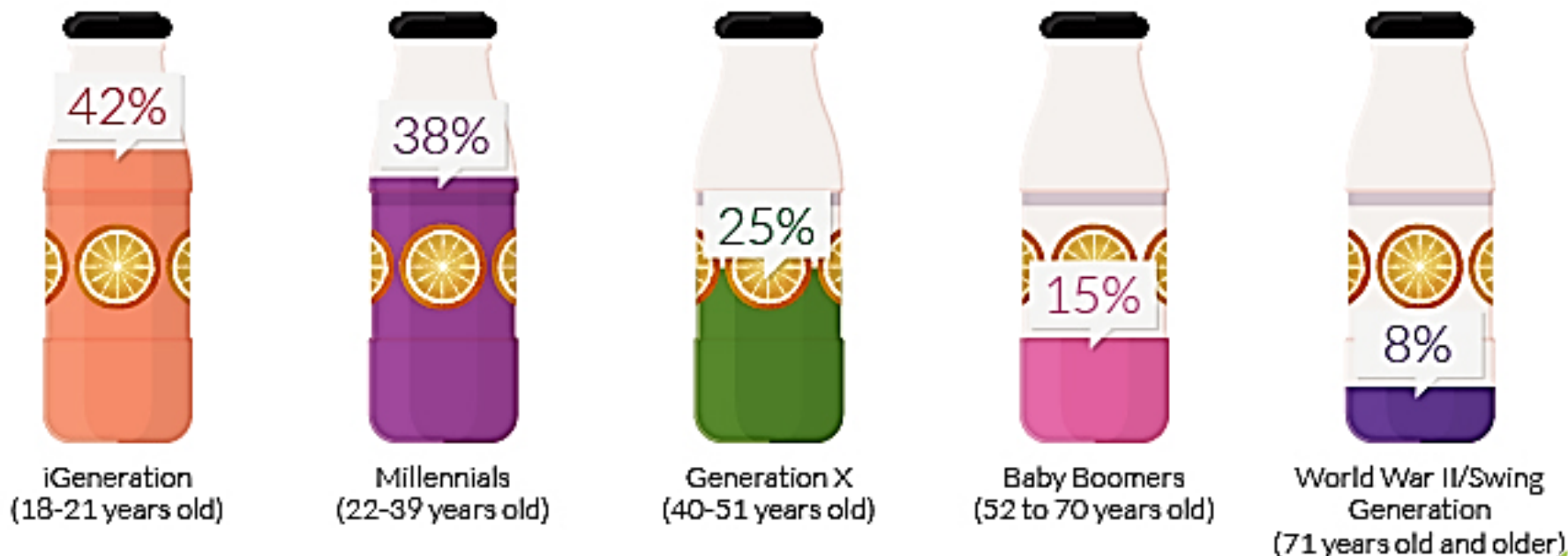


Natural/Organic Claims In Juice/Juice Drinks

PURCHASE OF JUICE BY ORGANIC PRODUCTION CLAIMS, BY GENERATION, US, JULY 2016

Base: 1,695 internet users aged 18+ who have purchased juice, juice drinks and/or smoothies in the past three months

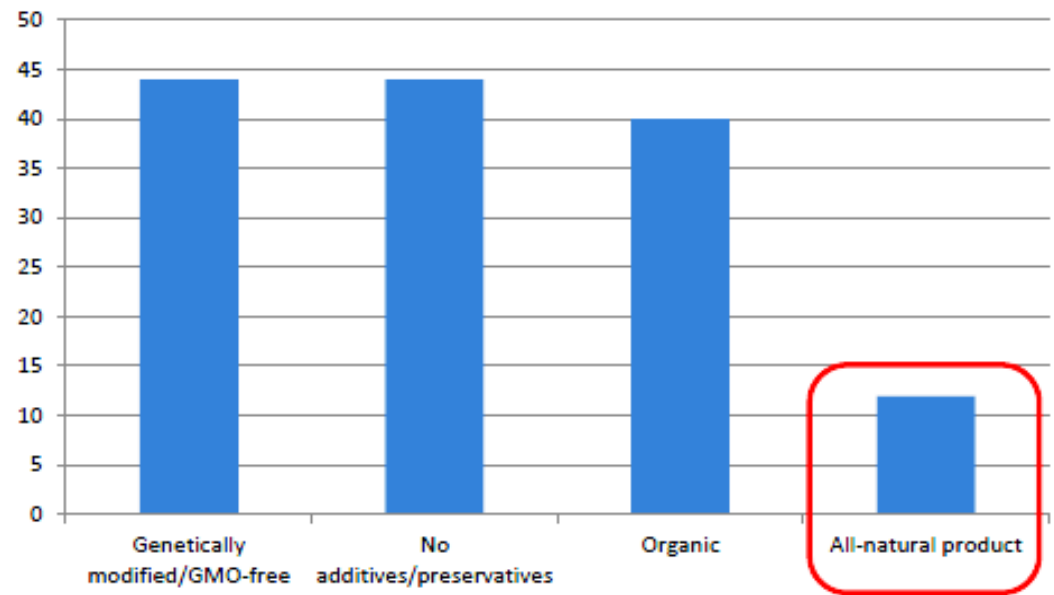
Source: Lightspeed/Mintel



Natural/Organic Claims In Juice/Juice Drinks

GMO-free was one of the fastest growing claims made by US juice drink launches in the most recent moving annual period. US juices with GMO-free claims increased to 44% of total category launches from October 2015-September 2016, up from just 8% in October 2011-September 2012. This reflects an increase in the number of conversations across the US regarding labeling of GM ingredients in food and drink.

% of US Juice Drink Launches With Natural Category Claims, Oct. 2015 - Sept. 2016



On-pack Communication Could Spur 'Natural' Wine Selection Process

“ Natural wines will appeal to consumers' demand for clean-label products, especially in a category where the ingredients used are often a mystery.”

-- Stephanie Mattucci, Mintel Food Science Analyst

69%
of US consumers
continue to demand
more transparency from
the food industry

61%
61% of UK wine consumers
agreeing that they are unsure about
what the term "natural wines"
means



From New Zealand, Natural Wine Co.'s Organic 2015 Gisborne Pinot Gris Wine is an organic-certified product made with natural farming techniques – meaning the manufacturer adopts a hands-off approach where natural or wild ferments are promoted. Minimal additives are used to retain the wine's natural expression and ensure its shelf life.

Percentage of global wine launches with select claims, November 2011 – October 2016					
	Nov 2011 – Oct 2012	Nov 2012 – Oct 2013	Nov 2013 – Oct 2014	Nov 2014 – Oct 2015	Nov 2015 – Oct 2016
Claim	%	%	%	%	%
Organic	6	7	10	12	13
Environmentally Friendly Product	4	9	17	15	13
Environmentally Friendly Package	6	9	8	9	11
Vegan	<1	1	1	2	4
All Natural Product	<1	<1	<1	<1	<1

Source: Mintel GNPD

'Natural' Sweetener Demand Growing Among US Consumers

The popularity of monk fruit as a natural sweetener is growing both in the US and in China monk fruit is often used with other sweetening ingredients, including sugar, stevia, and erythritol. In the US, natural-related claims are common on food and drink products that contain monk fruit.

26%
of US consumers would like to see more food/drink products that use naturally sourced sugar substitutes (e.g. stevia)
Sugar and Sweeteners – US, December 2016

19%
of US consumers agree they are buying more food and drink products that contain natural sugar substitutes (e.g. monk fruit, stevia).
Sugar and Sweeteners – US, December 2016



From Colombia, Manuelita Free Endulzante Natural a Base de Stevia (Natural Stevia Sweetener) has been endorsed by the Colombian Diabetes Association.

From New Zealand, Norbu, a monk-fruit-based, 100% natural sweetener has been relaunched with a new brand name. It was previously known as Norbu The Sweet Monk.



Packaging Analyst's POV:
In the US, natural-related claims are common on food and drink products that use monk fruit and educate US consumers about monk fruit and its natural origin.

Between July 2012 and June 2017, 48% of US monk-fruit containing food and drink launches made a GMO-free claim, 38% made a no additives/preservative claim, and 31% made an all-natural product claim.