

## 5 Organic agriculture (retail sales, in millions of euros)

### Definition and scope

This indicator measures sales of organic agricultural products through domestic retail channels, thus providing an indication of how consumers' demand for organic products is changing over time in a country.

### Factsheet rationale

Provides an indication of consumer behaviour and changing attitudes towards organic products. It is therefore an important indicator for tracking consumer transition towards sustainable and responsible consumption.

### Current situation and progress in the Mediterranean region

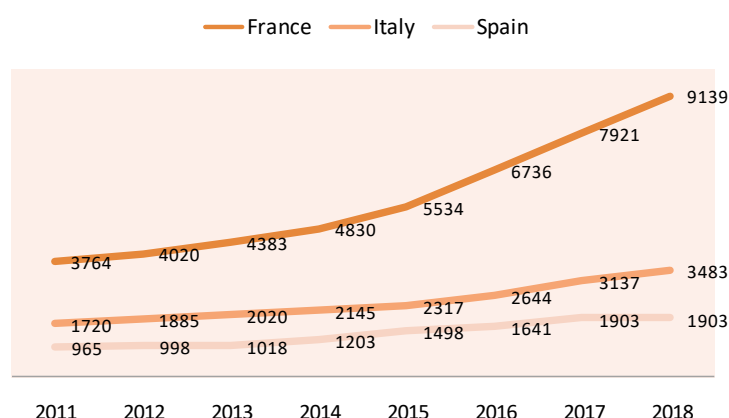
Organic agriculture retail sales differ significantly among the countries of the Mediterranean region. Three EU member states – France, Italy and Spain – dominate the market, with sustained increasing trends over time. France currently reports the largest market share in the region, with over 9,000 million euros in 2019. The countries in the southern part of the region, however, have no reported retail sales activity from organic and sustainable agriculture. This indicates that the implementation of sustainable agriculture will act as a catalyst to the transformation of both organic production and consumption (consumer behaviour) trends.



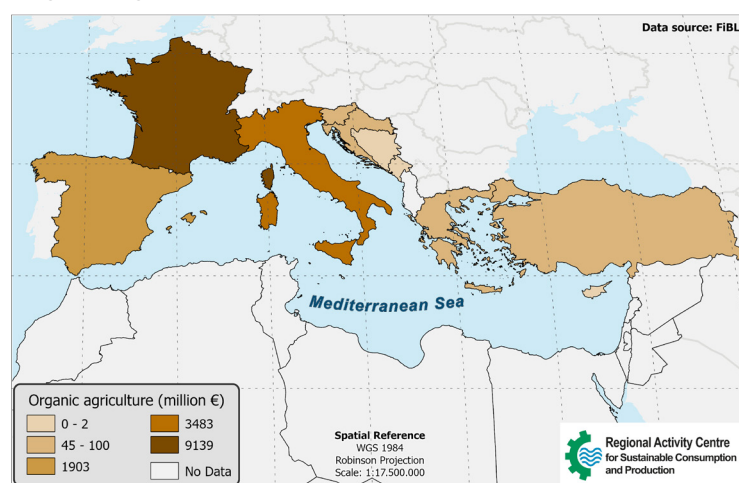
### Key message

The market for consumer products of organic origin has an unexplored market share within the organic agriculture sector in the Mediterranean region.

### Organic retail sales trends (M€)



### Organic agriculture retail sales (2018)



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### Sources

Research Institute of Organic Agriculture (FiBL)

### Links

<https://statistics.fibl.org/world/>