



## 2020 Organic Consumer Highlights



**56%**  
Of all shoppers purchased organic in the past 12 months



**80 out of 100**  
Australian food shoppers are receptive to purchasing organic food



**63%**  
Of all shoppers believe that 'Chemical-free' is the primary perceived benefit of organic products



**Price/Value for Money**  
Remains the number one barrier to buying organic



**37%**  
Of organic shoppers increased their household food allocation to organic in the past year



**8%**  
Of organic shoppers said they had cut back their household food allocation to organic products due to financial constraints and reduced availability due to COVID-19



**Food Grocery**  
Is the main entry point for shoppers to buy Certified organic products. Food grocery now accounts for over 90% of certified organic sales

### Australian Households



**9 million**  
Australian households purchased an organic product in past year

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**13%**  
Of households say that they spend 50% or more of their household food allocation on organics, up from 10% in 2019



**\$105.70**  
Household average annual spend on organics (grew 12.8% since 2019)



**565,000**  
Additional households engaged in organic products compared to 2019

### Certification Marks



**More than half**  
Of organic shoppers check for certification marks on organic product labels



**The Australian Certified Organic Bud certification logo**  
is the most well-known organic trust mark amongst Australian food shoppers and has been so for over a decade



**62%**  
Of shoppers recognise the Australian Certified Organic Bud certification logo (up from 51% in 2019)

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**75%**  
Of organic purchasers understand that certification marks are used on labels to guarantee a product is organic



**39%**  
Of food shoppers said they would avoid purchasing an organic product if it did not display a certification mark (up from 35% in 2019)

### Misleading Claims



**31%**  
Of shoppers who purchased an organic product in the past year believe they have been previously misled by organic claims on product packaging



**Almost 9 in 10**  
Food shoppers say they did not know there is no single legal definition for the term organic in Australia

Why consumers are buying organic	"Better quality, no chemicals, less packaging, fresh, support local farmers."	"Have done a lot of research and believe organics are better for you and the planet."	"The supermarkets have increased their products to allow us greater choices."	"COVID is the reason I started buying organic and growing my own."
		"I became more aware of the amount of chemicals being used in the production of non-organic food."	"When buying food I like it to be as natural as possible with less preservatives and additives."	"I am trying to be more sustainable in more purchases and buying organic and local produce is one of these ways."