

DALLA RIVOLUZIONE VERDE ALLA
RIVOLUZIONE BIO
IL BIOLOGICO TRA PRESENTE E FUTURO



ORGANIZZATO DA:



IN COLLABORAZIONE CON:



RIVOLUZIONE BIO 2022 È UN
EVENTO PROMOSSO
NELL'AMBITO DEL PROGETTO



**German organic market
as opportunity for Italian
organic stakeholders**

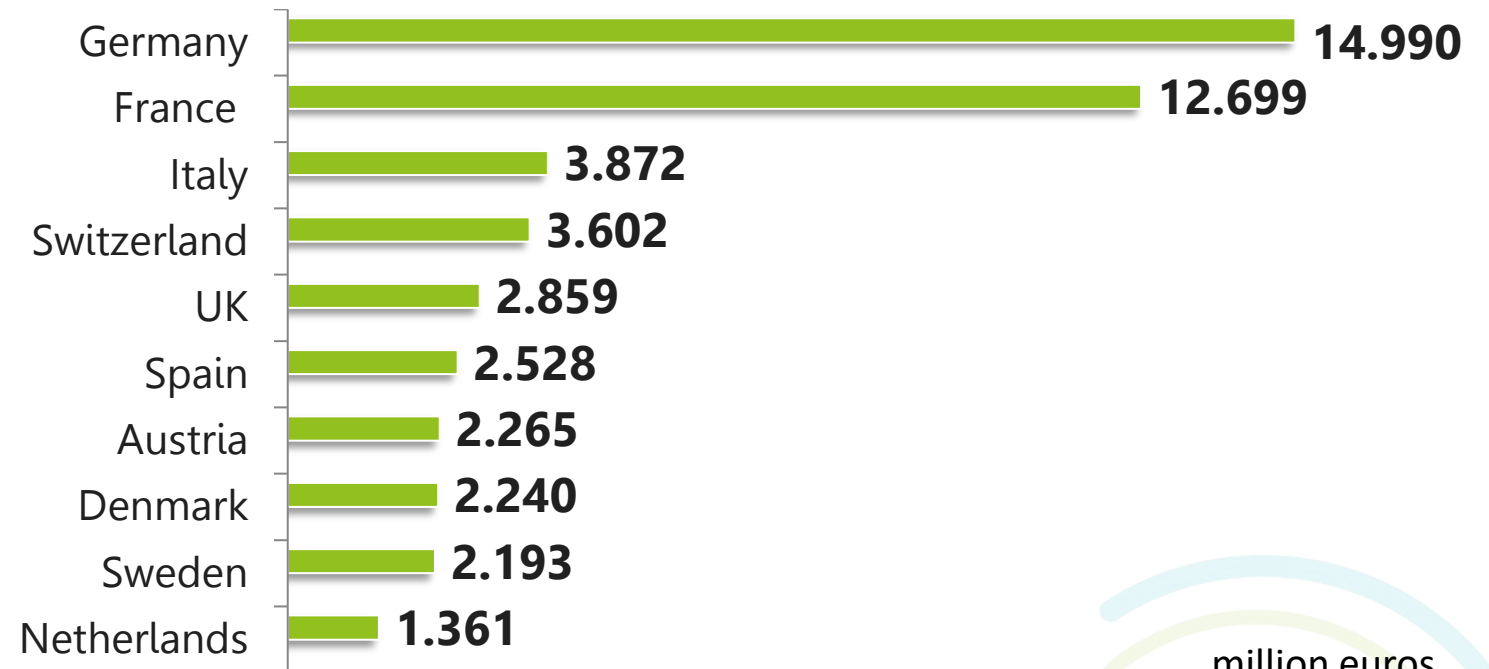
The German organic market

Key numbers in Germany



In **2020** Germany is the **largest organic market** in Europe and the second biggest in the world

Europe: Organic retail sales by country 2020



million euros

Source: FiBL & IFOAM – The World of Organic Agriculture – Statistics & emerging trends 2022



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Development of the organic retail sales in Germany (Billion)

Billion €	9,84	10,34	10,91	12,26	14,99	15,87
Year	2016	2017	2018	2019	2020	2021

+5,8%

+61,3%

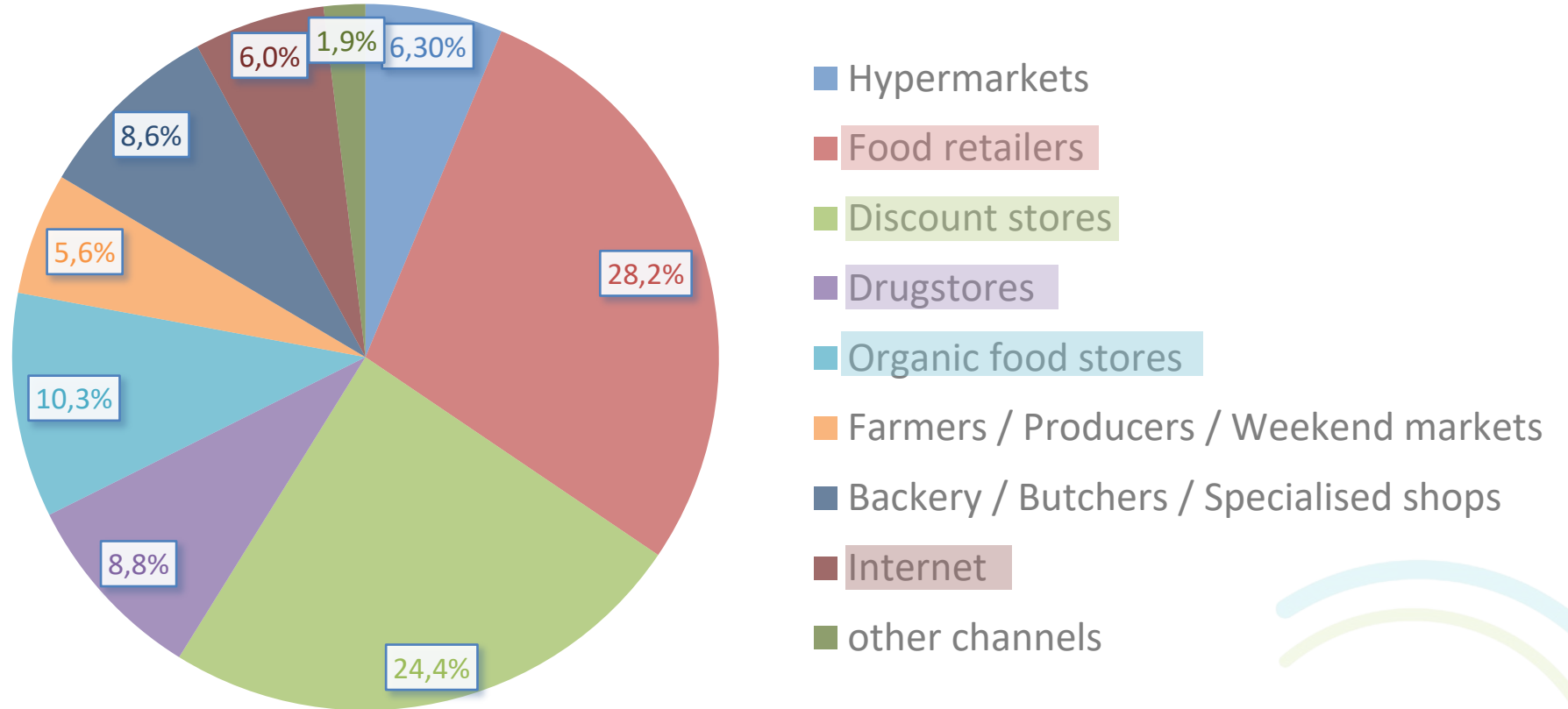
Source: AMI 2022/OL-275-informiert.de

The German organic market

Key numbers in Germany



Distribution channels and market by consumption of organic products (%)



Source: GfK 2022 / Bio Studie / Jahr 2021



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Distribution and evolution of organic sales in Germany (Billion)

	2019	2020	2021
Specialized organic food shops*	3,18	3,7	3,58
Retailers**	7,42	9,05	9,88
Others***	1,66	2,24	2,41
Total	12,26	14,99	15,87



*Including farm shop

**including drugstores

***Bakeries, butchers, specialist fruit and vegetable shops, weekly markets, health food shops, subscription boxes, petrol stations, order companies

Source: BÖLW 2022 / Graphic: BIOwelt 2022

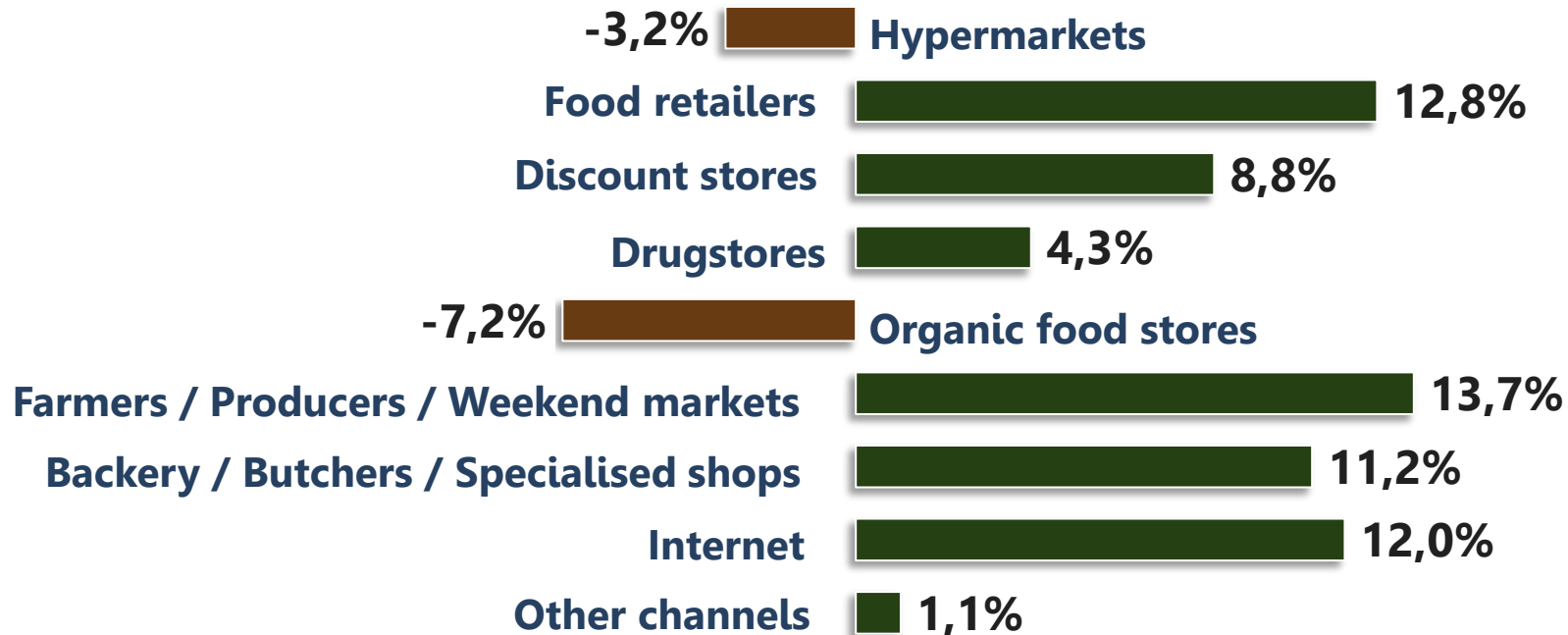


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Comparison 2020 and 2021 of consumption of organic products by distribution channels (%)



Source: GfK 2022 / Bio Studie / Jahr 2021

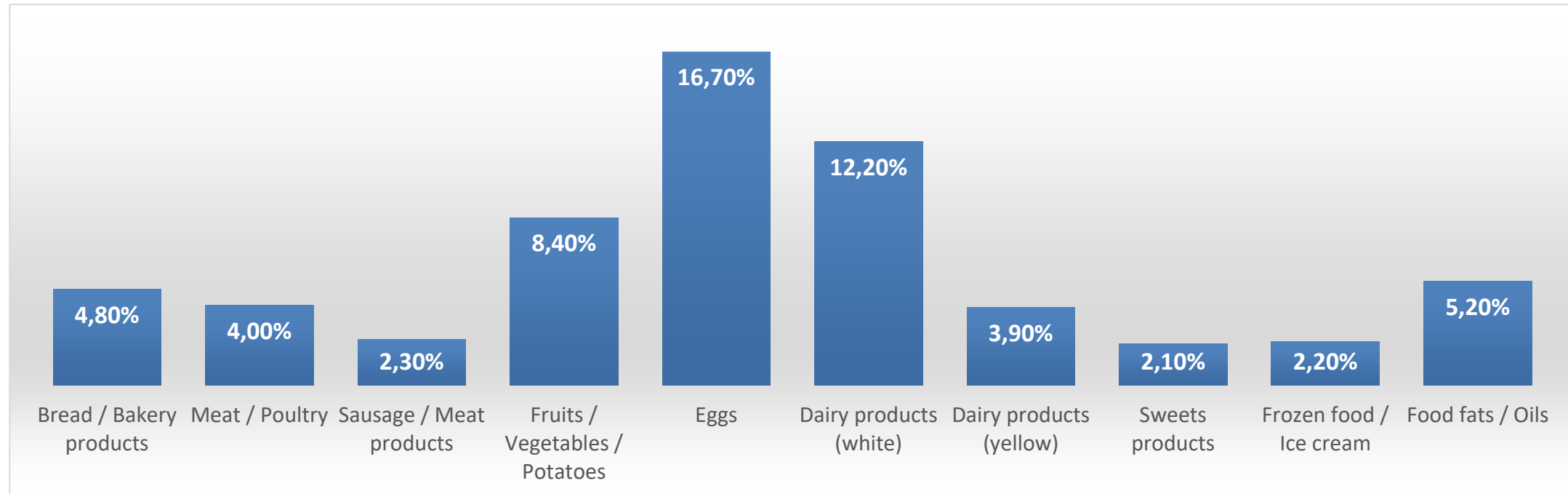


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Organic share within product groups (%)



Source: BÖLW 2022 / Graphic: BIOwelt 2022

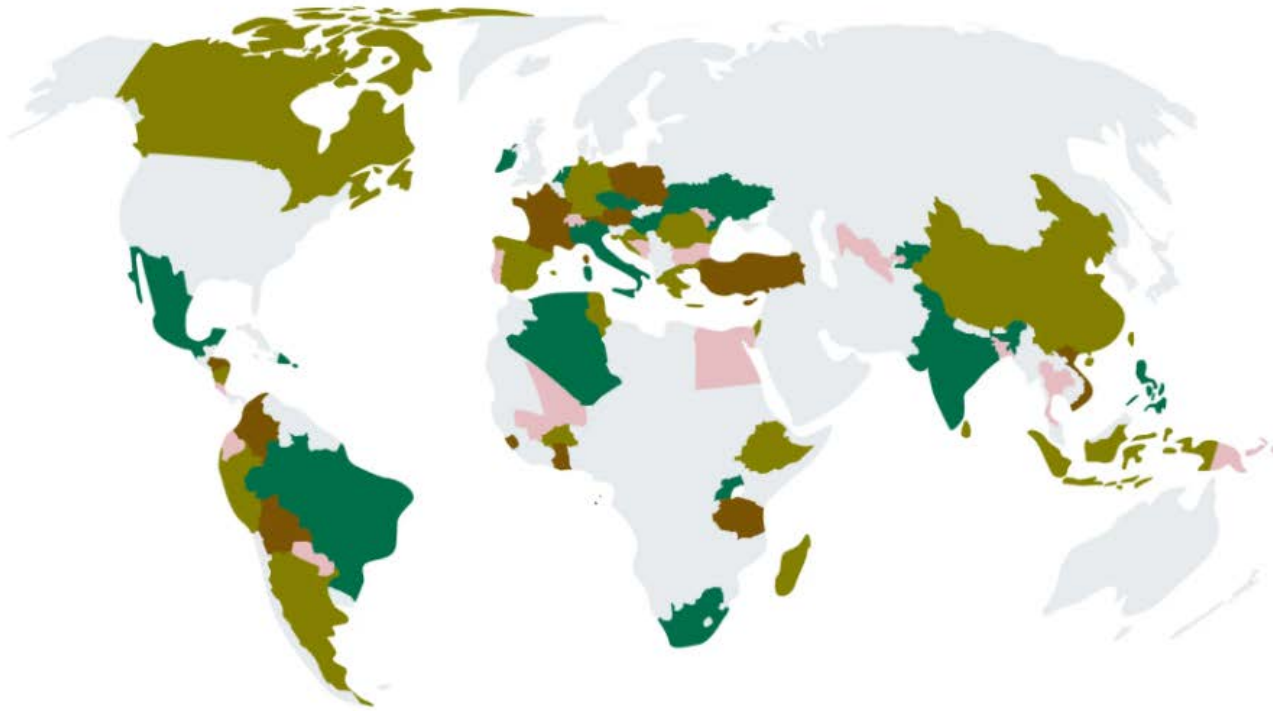
Naturland as opportunity for Italian organic stakeholders



40 JAHRE
Naturland



Naturland as opportunity for Italian organic stakeholders



60 Countries

140.000 Farmers worldwide

+ 1.000 Processors and traders partners

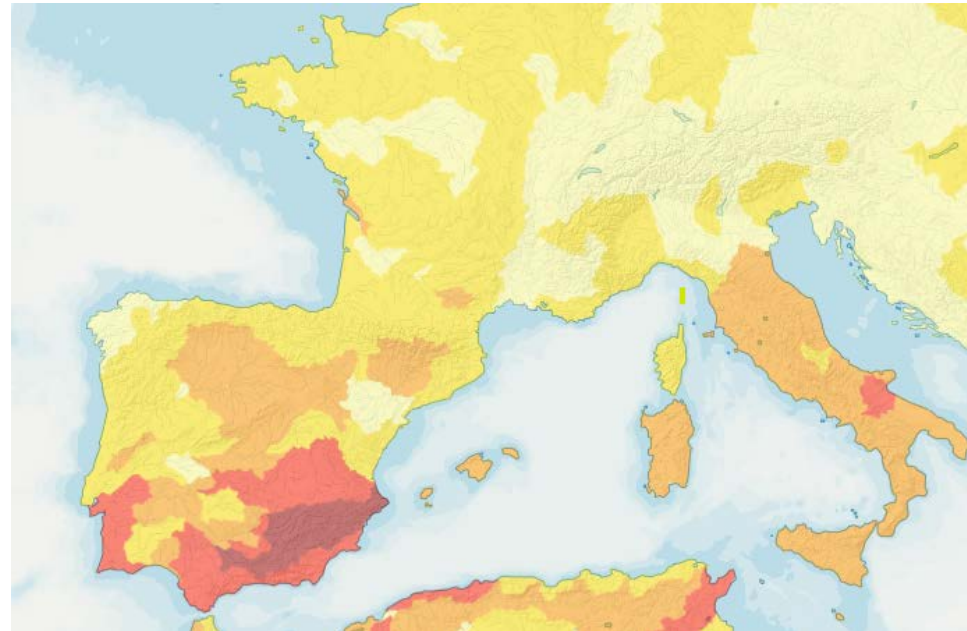
Naturland as opportunity for Italian organic stakeholders



Social standards



Sustainable use of water resources

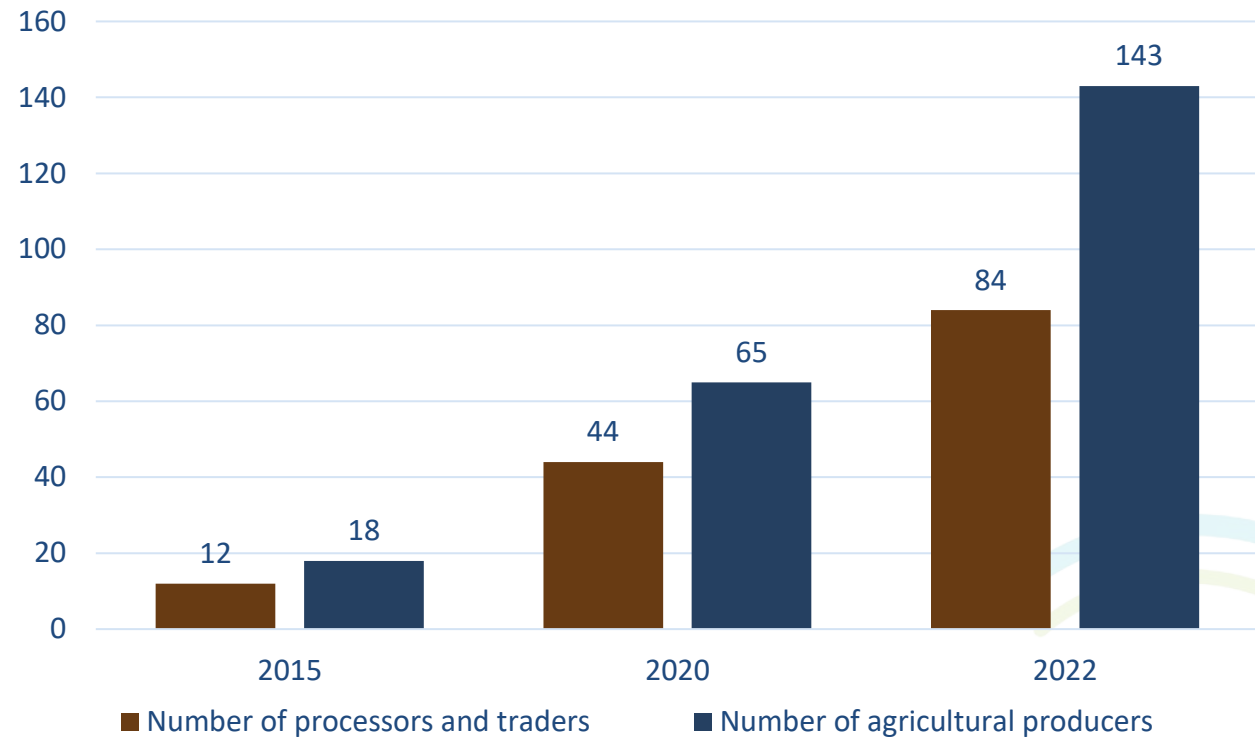


Source: Aqueduct Water Risk Atlas from World Resource Institut (indicator: water depletion)

Naturland as opportunity for Italian organic stakeholders



Number of Naturland certified operators in Italy

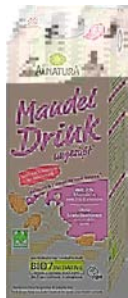


Naturland as opportunity for Italian organic stakeholders



Naturland certifies a wide range of products

Italy: fresh & processed fruit & vegetables /
pasta / rice / almond / wines & vinegar / juices





Naturland as opportunity for Italian organic stakeholders



Some examples of Naturland partners



ALNATURA





Alberto Delgado

Networker processing / retail



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