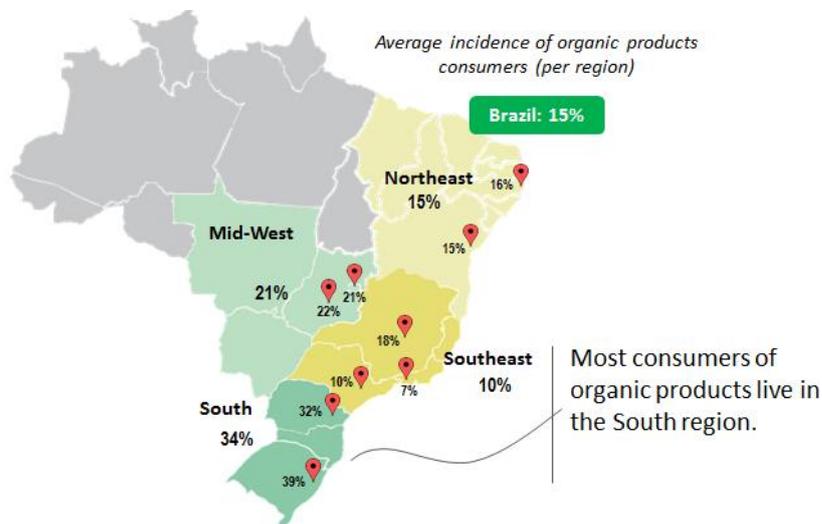


What's behind the growth of organics products in Brazil?

Alike mature markets of Europe and North America, demand for organic products is on the rise in Brazil. So it is the number of suppliers, the variety of the portfolio offer, the channels of commercialization, and the multiplication of credentials to reduce information barriers. Are we then reaching the organics nirvana in the global South?

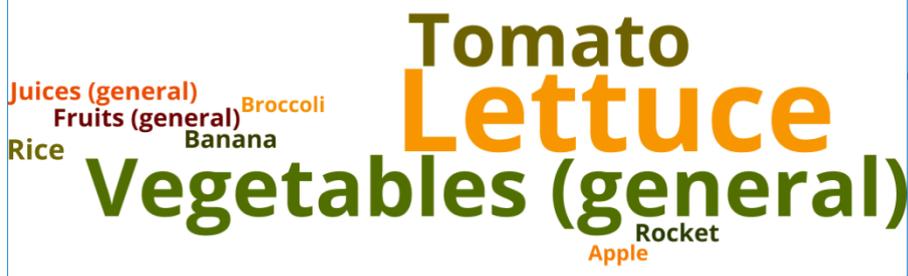
Organis, the national alliance of organics producers in Brazil, partnered with Market Analysis to obtain a better understanding of the present and potential future of this market. 905 adult consumers living in the largest 9 cities across 4 of the 5 regions of Brazil were interviewed in person between late March and mid April this year. Looking at their responses we find a timid present but a bright future for organics, conditional to the presence of strong catalyzers like a bolder branding approach by local players, a more aggressive engagement by retailers, and the mobilization of suppliers beyond the conventional world of grocery stuff.

What is the organics consumer market like across urban Brazil?



One in seven Brazilians regularly purchase organic products, although mostly limited to food staples like lettuce, tomato, and other vegetables.

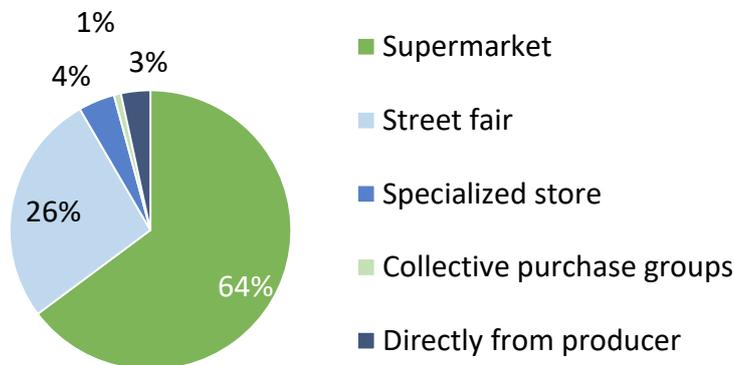
What products stand out in consumers' experience with organics?



Organic buying is driven by two main reasons: health concerns (relevant to nearly 2 in 3 consumers) and environmental concerns (relevant to 1 in 5 consumers). Intrinsic product values like product appearance, taste, freshness or consumer curiosity are relevant to tiny minorities and in need of higher leverage.

Conventional retail channels account now for the vast majority of purchases opportunities yet the fastest growing rate is occurring among non-conventional channels like specialized stores, collective purchase groups and direct producer-to-consumer channels. On the other hand, as the survey revealed a low brand recognition and product association it seems that more personalized and consumer engaging channels like the non-conventional ones are more likely to help building a durable basis for stronger brands and loyalty touchpoints with the emerging consumer base.

Where organic products are purchased?



Technical Note: 905 in-person interviews with adults aged 18 through 69 years old following a urban random probability sample in the largest 9 capital cities across 4 regions: São Paulo, Rio de Janeiro, Belo Horizonte, Recife, Salvador, Porto Alegre, Curitiba, Goiânia and Brasília. Cases were distributed proportional to population size of cities. Interviews were conducted at home from March 20 to April 19/2017. Survey margin of error: +/- 3.3%.