



News March 2015: Industry Stats

\$236B

by 2018

9%

CAGR

4x

Projected growth rate
of mainstream CPG

Natural and Organic Foods & Beverages

The natural and organic foods & beverages categories remain a bright spot for the industry.

Category Sales

12.4% 2014 Growth

\$63.9B 2014 Sales

14.8%

Total Food Shares by 2020

Driving Forces

Accelerating
consumer interest and
demand.

Mainstream CPG
entering natural and
organic.

Increasing product
innovation.

2014 Growth Highlights

In order of growth percentage

+61.4%

**Organic Refrigerated
& Prepared Foods**
\$54M

+32.8%

Organic Fresh Juice
\$525M

+28.0%

Organic Oils
\$410M

+22.5% Organic Nuts \$168M	+20.2% Organic Dried Prepared Foods \$261M	+19.6% Organic Cheese \$370M
+18.7% Organic Chocolate & Candy Bars \$221M	+17.4% Organic Salty Snacks \$754M	+17.0% Organic Rice, Grains, & Potatoes \$187M
+16.9% Organic Tea \$494M	+16.4% Organic Dips \$41M	+15.6% Organic Meat Alternatives \$94M
+15.2% Organic Spices \$149M	+15.2% Organic Food Service & Deli \$24M	+15.1% Organic Ketchup \$41M
+14.9% Organic Meats, Fish, Poultry \$1.0B	+14.8% Organic Canned & Bottles Juices \$712M	+14.7% Organic Fruits & Vegetables \$13.0B
+14.5% Organic Sweeteners \$246M	+11.4% Organic Salad Dressing \$49M	+16.6% Organic Baking Needs \$192M
+11.3% Organic Crackers \$139M	+11.1% Organic Soft & Sport Drinks \$176M	+11.0% Organic Frozen Foods \$1.2B
+10.9% Organic Baby Formula \$87M	+10.7% Organic Nutrition Bars & Gels \$592M	+10.3% Organic Jams, Jellies & Nut Butters \$213M
+9.8% Organic Canned Prepared Foods \$75M	+7.9% Organic Milk & Cream \$27B	+6.7% Organic Yogurt \$1.1B

+6.7%

**Organic Canned, Dry
Soup & Broth**
\$662M

Dietary Supplement

The US dietary supplement market is enduring a rough and rocky market driven by negative media and increasing consumer interest in whole foods.

Category Sales

5.1% 2014 Growth

\$36.7B 2014 Sales

Driving Forces

Negative media attacks.

Increasing consumer interest in
whole foods.

2014 Growth Highlights

In order of growth percentage

+7.9%

Sports
\$4.9B

+7.9%

Meal Replacements
\$4.3B

+6.8%

Herbs & Botanicals
\$6.4B

+5.0%

Minerals
\$2.6B

+3.8%

Specialty
\$6.8B

+3.0%

Vitamins
\$11.7B

Natural and Organic Personal Care & Household Goods

Natural and organic personal care and household sales are demonstrating strong, consistent growth.

Category Sales

9.9% 2014 Growth

\$15.9B 2014 Sales

Driving Forces

Increasing product innovation.

Green chemistry.

2014 Growth Highlights

In order of growth percentage

+10.8%

**Natural & Organic
Cosmetic**

\$626M

+10.0%

**Natural & Organic
Skin Care**

\$4.5B

+9.7%

**Natural & Organic
Aroma and
Fragrances**

\$571M

+9.4%

**Natural & Organic
Hair Products**

\$2.8B

+8.9%

**Natural & Organic
Oral Hygiene**

\$462M

+5.2%

**Natural & Organic
Household Cleaners**

\$930M

Source: *Nutrition Business Journal* estimates March 2015