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THE EVOLUTION OF THE ORGANIC FOOD MARKET DURING 2012-2022

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Abstract: *The organic food market has grown steadily, from almost 60 million euros in 2012 to 134.76 million euros in 2022, with the demand for organic food remaining concentrated in Europe and North America. The country with the largest market for organic products in Europe is Germany, with 15.31 million euros in 2022, out of total sales of 53.07 million euros. In North America, the country with the largest market is the United States with sales of 58.56 million euros in 2022 out of total sales of 64.36 million euros.*

• Introduction

Organic farming has gained popularity globally due to concerns about environmental health, food safety and agricultural sustainability. This farming method avoids the use of synthetic chemicals, pesticides and fertilizers, focusing on ecological practices that promote biodiversity and soil health.

In 2022, over 96.0 million hectares in over 4.50 million farms are organically cultivated around the world compared to 2010 when over 37.5 million hectares were cultivated in over 1.92 million farms.

• Material and method

The present work is based on a content analysis of statistical materials from the period 2014-2024.

• Results and discussions

Europe is the continent with the largest market for organic products for North America, also accommodates eight of the top 10 countries with largest markets in the world. In 2022, the largest market for organic products was Germany with a turnover of 6.6 billion Euro, followed by France (3.8 billion Euro) and the UK (1.9 billion Euro).

In 2022, the highest consumption per capita was in Switzerland (437 Euro), followed by Denmark (365 Euro) and Austria (274 Euro).

• Conclusions

The market for organic agri-food products is in a phase of continuous expansion, supported by global health and sustainability trends.