

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



Finanziato
dall'Unione europea



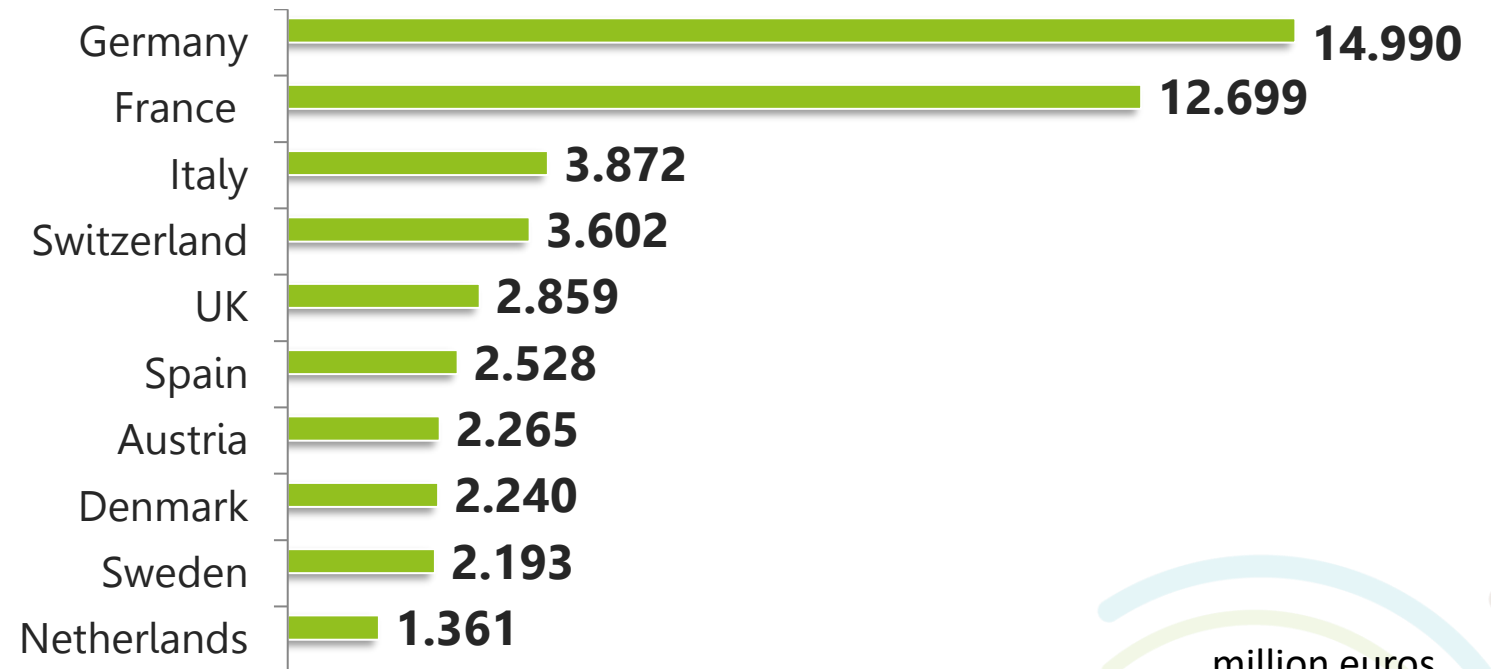
The German organic market

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

rivoluzionebio.it

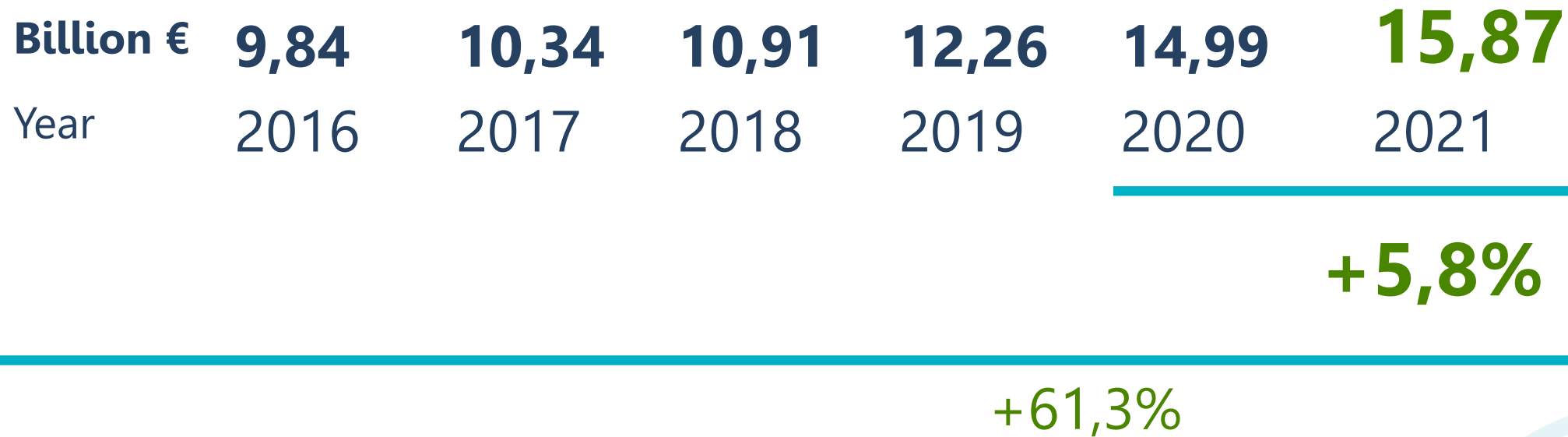


The German organic market

Key numbers in Germany



Development of the organic retail sales in Germany (Billion)



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



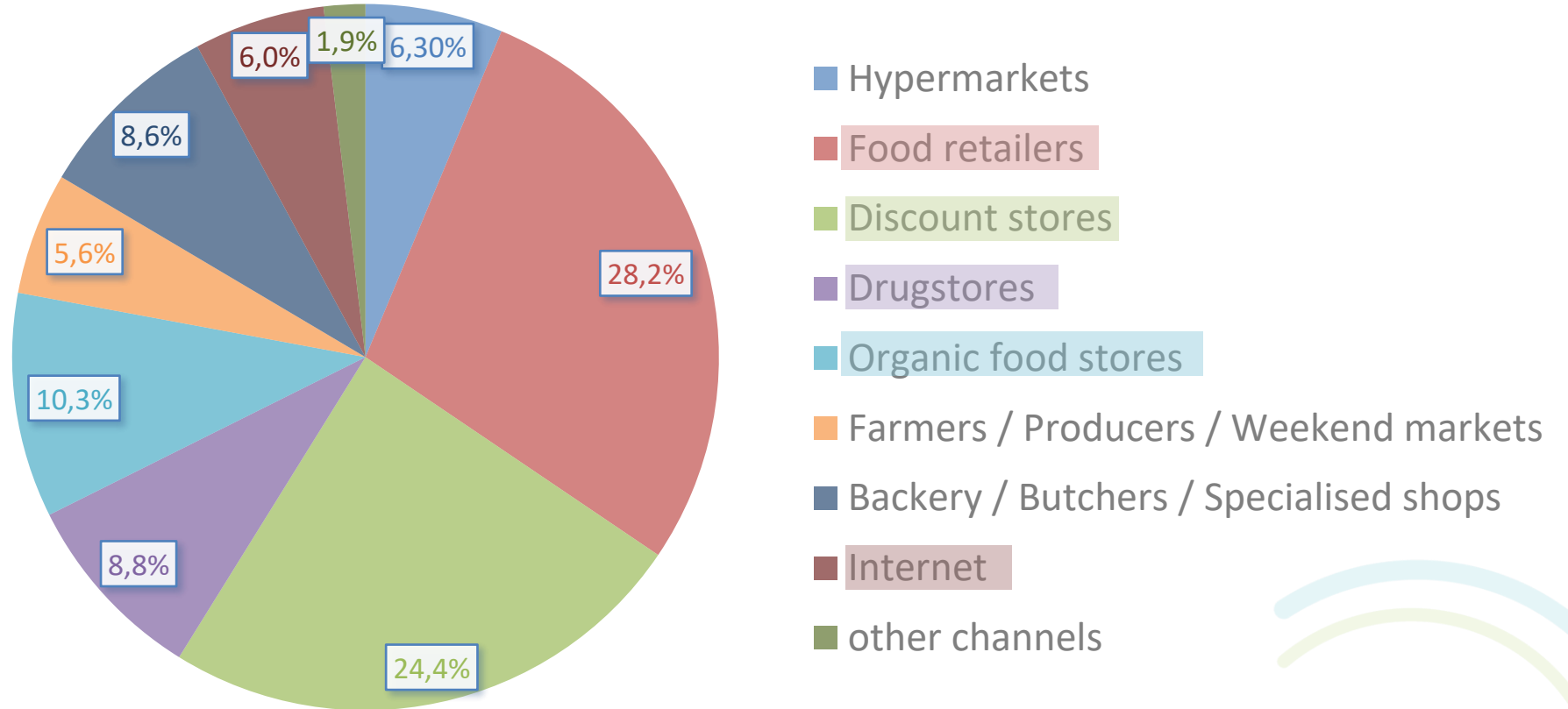
rivoluzionebio.it

The German organic market

Key numbers in Germany



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



Source: GfK 2022 / Bio Studie / Jahr 2021



The German organic market

Key numbers in Germany



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

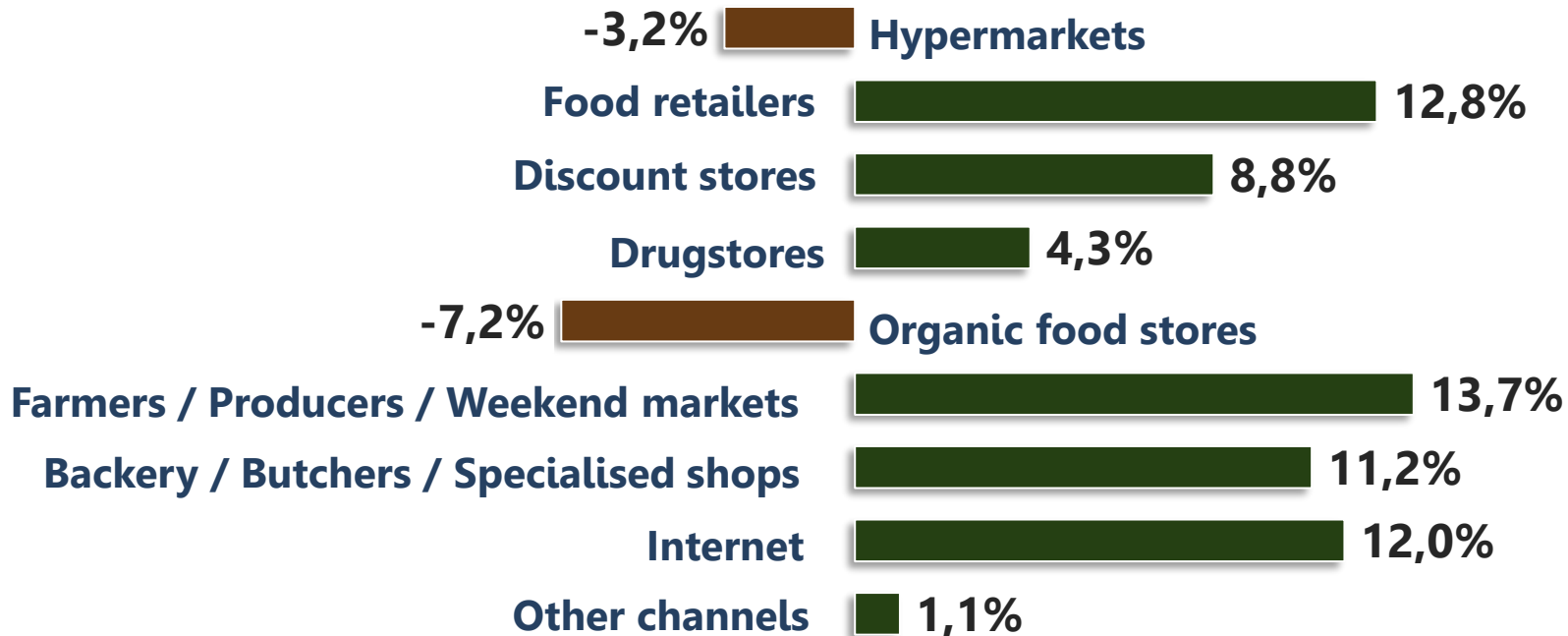


The German organic market

Key numbers in Germany



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



Source: GfK 2022 / Bio Studie / Jahr 2021

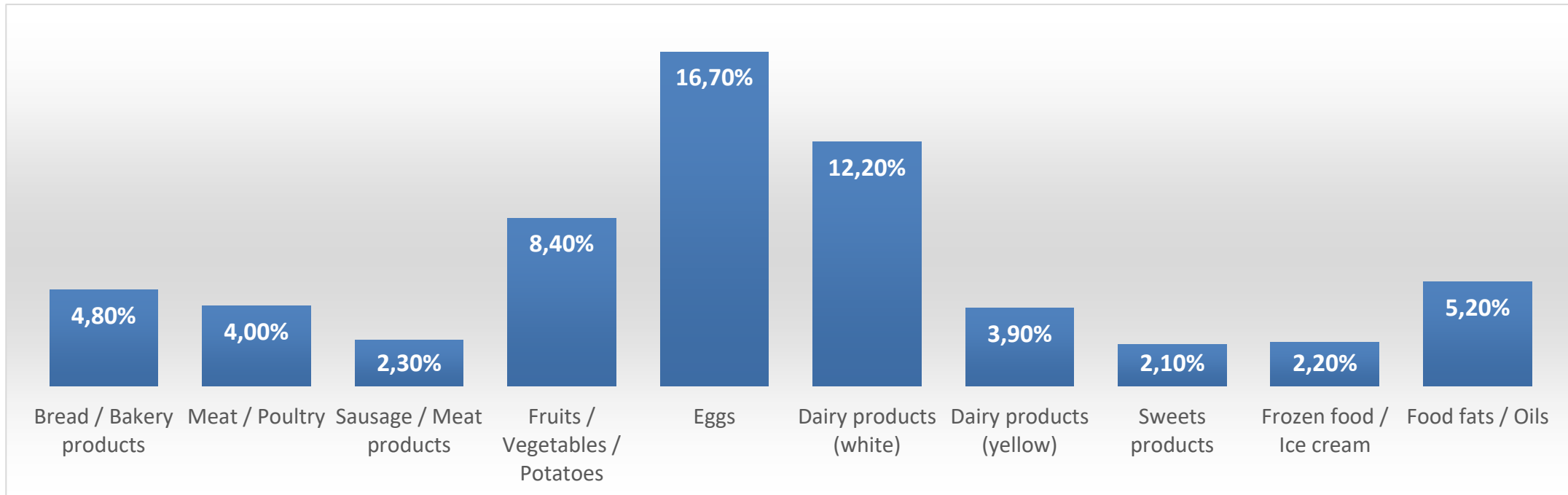


The German organic market

Key numbers in Germany



Organic share within product groups (%)



Source: BÖLW 2022 / Graphic: BIOwelt 2022



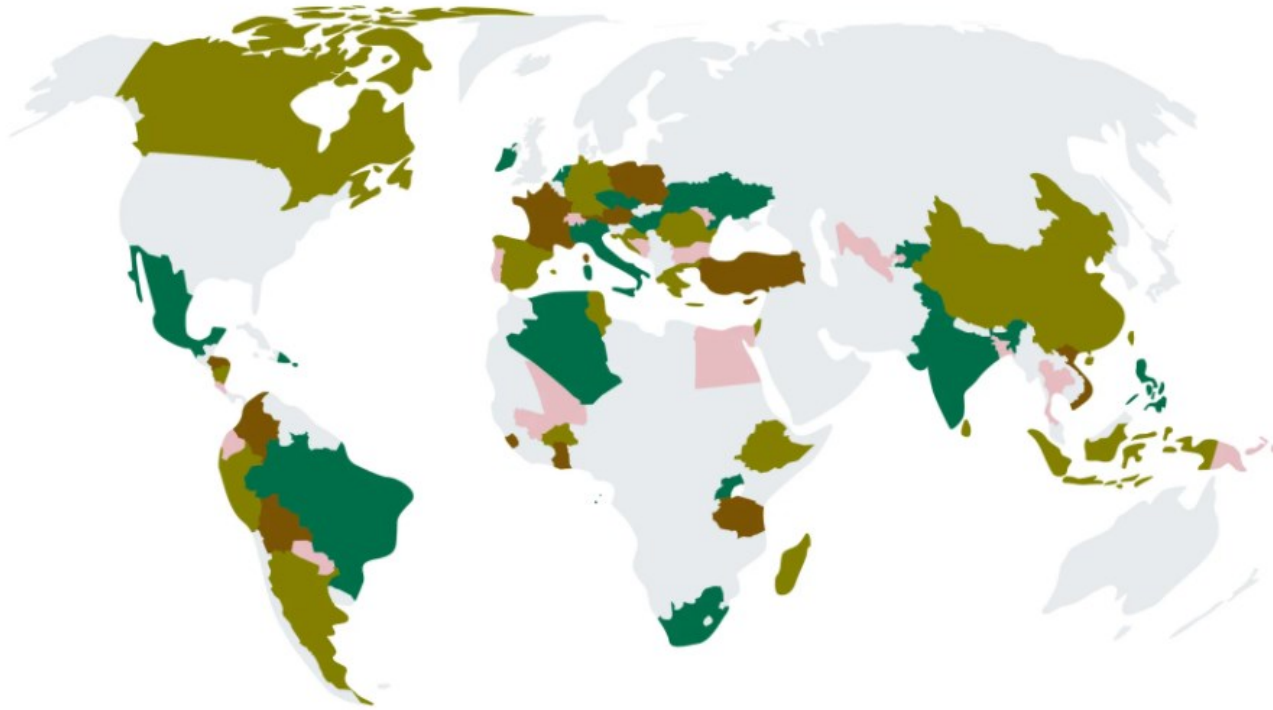
Naturland as opportunity for Italian organic stakeholders



40 JAHRE
Naturland



Naturland as opportunity for Italian organic stakeholders



60 Countries

140.000 Farmers worldwide

+ 1.000 Processors and traders partners



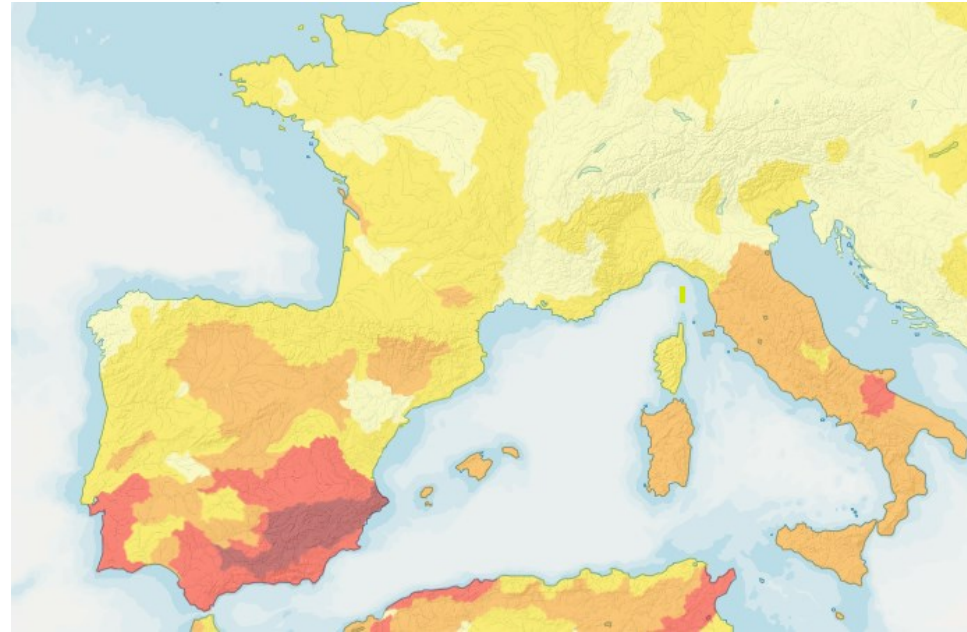
Naturland as opportunity for Italian organic stakeholders



Social standards



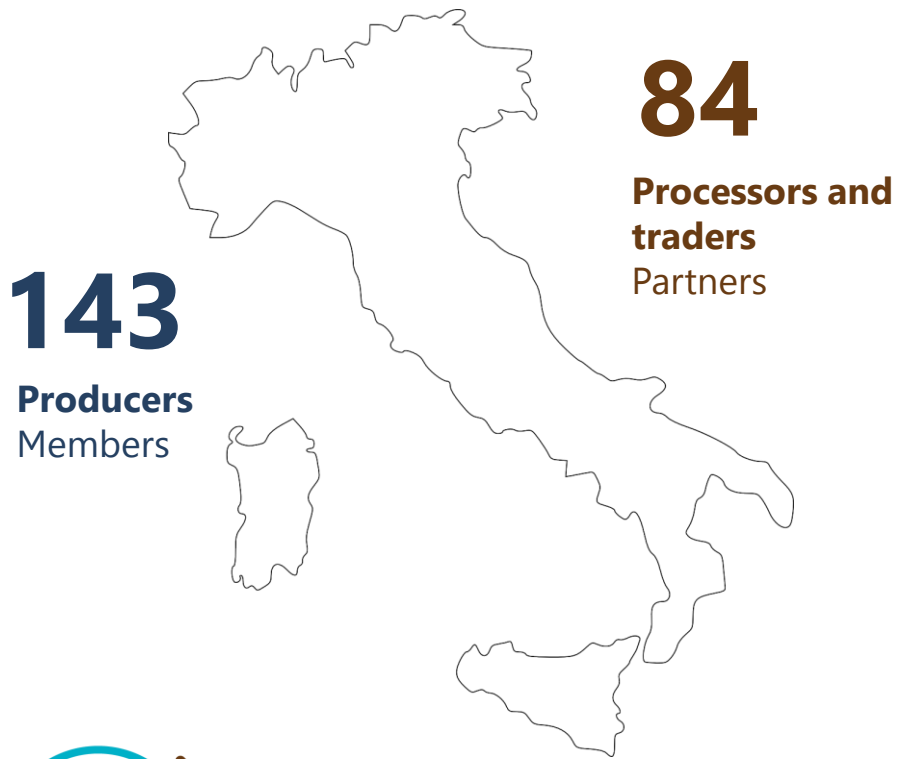
Sustainable use of water resources



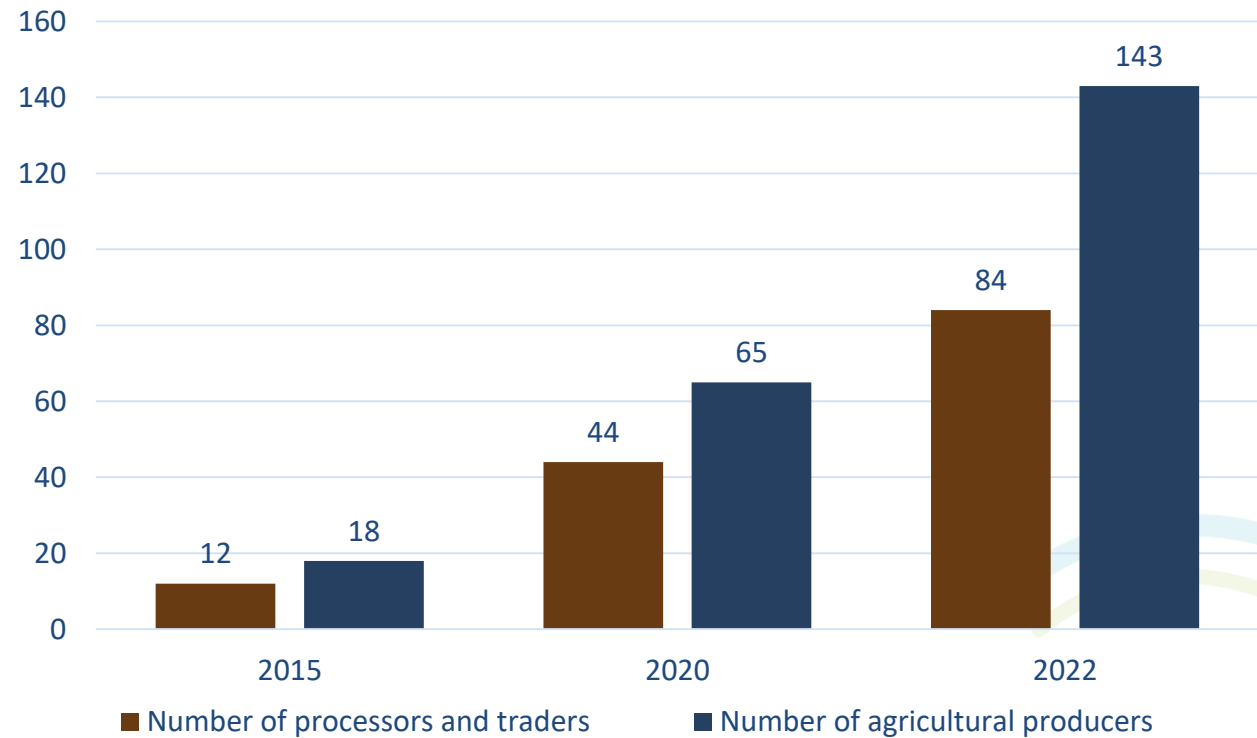
Source: Aqueduct Water Risk Atlas from World
Resource Institut (indicator: water depletion)



Naturland as opportunity for Italian organic stakeholders



Number of Naturland certified operators in Italy

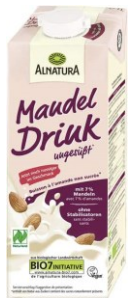


Naturland as opportunity for Italian organic stakeholders



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



ROSSMANN





Alberto Delgado

Networker processing / retail



Naturland Zeichen GmbH / Kleinhadener Weg 6, DE-82166 Gräfelfing



a.delgado@naturland-zeichen.de



Find us at

Pad. 29 Stand F/54 - G/53