

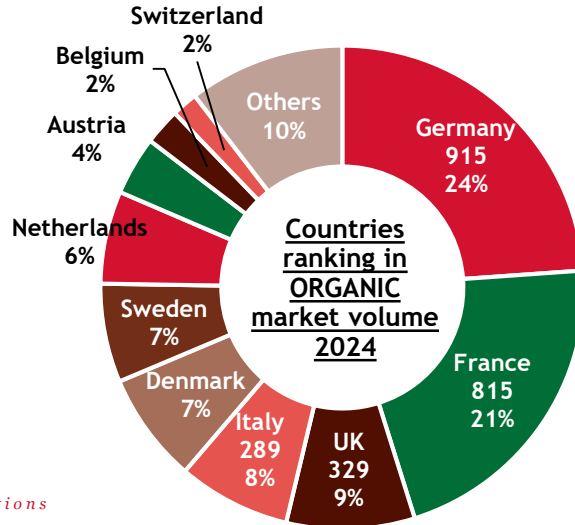


**Organic** is a steadily growing demand in Europe's packaged food market.

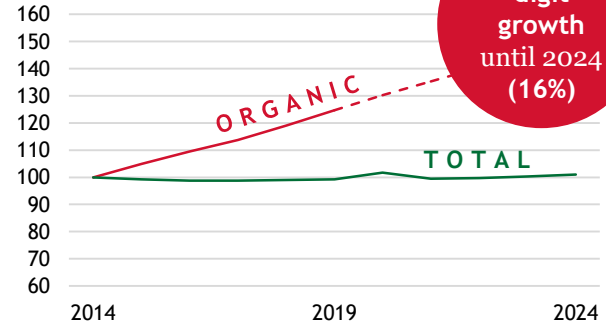
In 2024 **organic** will account for **2,1%** of the total packaged food **market** (3,8 Mn MT)

**15%** of all NPL in 2019 were already **organic**

France & Germany *lead* the European organic market.



Volume development of the packaged food market (indexed)



# Organic cranberries innovate even more!

15% of all NPL  
in 2019 were already  
organic



Fruit based snacks **31%**  
Cereal & energy bars **17%**  
Snack mixes **16%**

