

The Grocer

Focus On Organic

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Sales of organic products struggled during the cost-of-living crisis, due to the category's typically higher price points. But it bounced back in late 2024: NIQ data revealed the organic food and drink market's sales grew in value 6.4% in the year to 24 August, compared with non-organic's 5.4% increase. Value sales are now double what they were 10 years ago and were up 7.3% this year, according to the Organic Market Report 2025 from Soil Association Certification. But can organic maintain its upward trajectory as consumers are once again expected to cut back on essential spending in the face of rising bills? What does the future of organic look like?

Performance: How hard was organic hit, and how did it recover? What types of products drove the sales resurgence, and which ones continue to thrive? What's driving their sales? Which products are struggling? What plans do suppliers and retailers have to maintain – or, indeed, accelerate – category success?

Obstacles: The UK's organic food sector has warned of higher prices and food waste threats as a consequence of incoming post-Brexit import requirements. And more than three quarters of organic farmers have seen their crops affected by unpredictable weather in the past 12 months, a report from Abel & Cole has revealed. How significant are these issues – and what else is impacting the category? How are suppliers and retailers tackling them?

Innovation: We will profile four new products or ranges, ideally ones that have not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.