

SANA OBSERVATORY 2017: DATA CONCERNING ORGANICS AND PRODUCTS THAT ARE 100% PLANT-BASED

Bologna – On its opening day, the International Exhibition of Natural and Organic Products is set to host the meeting “**All of the statistic of Italian organics**”, including the presentation of the data from the **SANA 2017 Observatory**. The appointment for professionals and operators from the food agriculture sector will be held in the Sala Notturmo of the Service Centre at the Exhibition centre at 2.30pm on Friday 8 September.

Promoted and financed by **BolognaFiere**, with the support of **FederBio** and **Assobio**, the Observatory is the event to provide an overview of the Italian organic market, through the collection and analysis of data compiled by **Nomisma**.

The data, collected from a representative sample of 850 food purchasers from Italian families, together with the data from **SINAB – The National Information System for Organic Agriculture; MIPAAF – the Ministry of Agriculture, Food and Forestry Policy; ISMEA – the Institute for Services to the Agricultural Market**, illustrates the key statistics from the organic industry, and proposes an identikit model of the typical organic consumer and his/her purchasing habits.

The Nomisma survey reveals a growing interest in organic products: the proportion of **families** that knowingly purchased an organic product during the last 12 months has **risen to 78% of the total** (just five years ago this figure was a mere 53%).

Among consumers of organic products **60% are frequent users**, i.e. they consume organic products at least once a week. Those who try organic products often become regular consumers: 89% of consumers have been purchasing products for some years and continue to do so today; only 11% have discovered organic products during the last year.

Grocery retail is the channel used most by consumers: **46% of users purchase organic products in hypermarkets or supermarkets**, combining the convenience of doing the shopping in a single location with the advantages of the growing availability of products available on the shelves. Specialist shops are the second favoured channel (15% of purchasing families use this form of retail) and the reference point for *heavy users* of organic products – thanks to the wide range of all categories of products and the possibility to take advantage of advice from shop assistants, events and educational activities.

What is encouraging Italians to purchase organic food products?

The prevalent motivation is health: the absence of pesticides and synthetic chemicals today represents a purchasing driver for 50% of Italian consumers. But interest is not only confined to

health reasons: reliable quality (34%) and environmental sustainability (29%) are the two other key features of organic products that attract the interest of Italian consumers.

Among the factors that contribute to the success of organic products is also the capacity for innovation: in grocery retail for every 100 new references in the selection of products, 23 are organic and among the categories generating the most interest are those products that are 100% plant-based.

For this reason the **SANA Observatory 2017** will shine the spotlight on the role of **organic for entirely plant-based products**, with the aim of understanding the importance of organic produce among products created for consumption by vegetarians, vegans and others.

There is certainly a connection between organic products and 100% plant-based products, especially because the share of those who consumer organic products each week is clearly higher among vegetarians and vegans (67% compared with 47% of total consumers). Furthermore, the presence of ingredients that are 100% plant-based is a factor that drives consumers to select organic products, it is important for 48% of consumers, compared with origin (79%), promotions (61%) and packaging that respects the environment (60%).

What us the identikit picture of a consumer of plant-based organic products? What are the most purchased products? The answers to these questions and many more will be discussed during the meeting “All of the statistics from Italian organics” due to take place at SANA on Friday 8 September.

For further information

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