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!!NEWS RELEASE!!

Organic Research Centre and UK ORGANIC Release the Groundbreaking Consumer Insights Report 2024

The Organic Research Centre (ORC) is excited to announce the release of the much-anticipated Consumer Insights Report 2024 to support and strengthen the organic sector.

[Rowan Dumper-Pollard](#) at ORC joined forces with UK ORGANIC at the beginning of the year to undertake this comprehensive research project. By pooling resources, the two organisations, with support from [Sustain](#) and contributions from the sustainable household brand [If You Care](#), have produced an in-depth analysis of UK consumer attitudes, behaviours, and knowledge regarding organic products.

The report is a thorough examination and is based on a survey of 2,000 participants and 20 qualitative interviews. It provides a clear and detailed picture of UK consumers and their relationship with organic products and farming.

Among the report's many valuable insights there is a surprising finding: contrary to common belief, the consumers most committed to purchasing organic products—dubbed 'Organic Enthusiasts'—are not necessarily the most affluent. These consumers, who regularly purchase organic products in four or more categories, are highly aware of the benefits of organic options and are willing to spend more for better quality. Many of these consumers are also motivated by health concerns, such as allergies, intolerances, or a desire to follow a healthier diet, and are actively looking to avoid synthetic pesticides and chemicals in their food and also in products such as cosmetics, personal care and textiles.

[Better Food Traders](#) has released a special digestible and actionable report aimed at retailers. Their report draws out key data and insights and includes tips and advice for food retailers on how to market to organic shoppers.

The full report is now available for download to help businesses and stakeholders in the organic sector make informed decisions and identify opportunities for growth.

Rowan Dumper-Pollard, Senior Organic Business & Markets Researcher

"Since the outset of our Marketing of Organics Project, our goal has been to ensure that our research findings have a practical use for those working in the sector. We are deeply grateful to all our collaborators for their support and for helping us synthesise our findings and connect them to actionable strategies for the organic sector."

The Consumer Insights Report 2024 can be requested at this link: [UKO & ORC's 'Marketing Organic: Consumer Insights Report 2024' \(mailchi.mp\)](#)

The Better Food Traders Toolkit can be viewed via this link:

<https://www.organicresearchcentre.com/news-events/news/organic-consumer-toolkit/>