



# Natural Products

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By Informa Markets

# The State of Organic: From Consumer Behavior to Policy Impact – A Comprehensive Market Update

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**Fresh Ideas  
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 **New Hope.**  
NETWORK.

By Informa Markets

# The State of Organic:

## Consumer Perception of USDA Organic & Competing Label Claims



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**ORGANIC  
TRADE  
ASSOCIATION**

# Consumer Perception of USDA Organic & Competing Label Claims

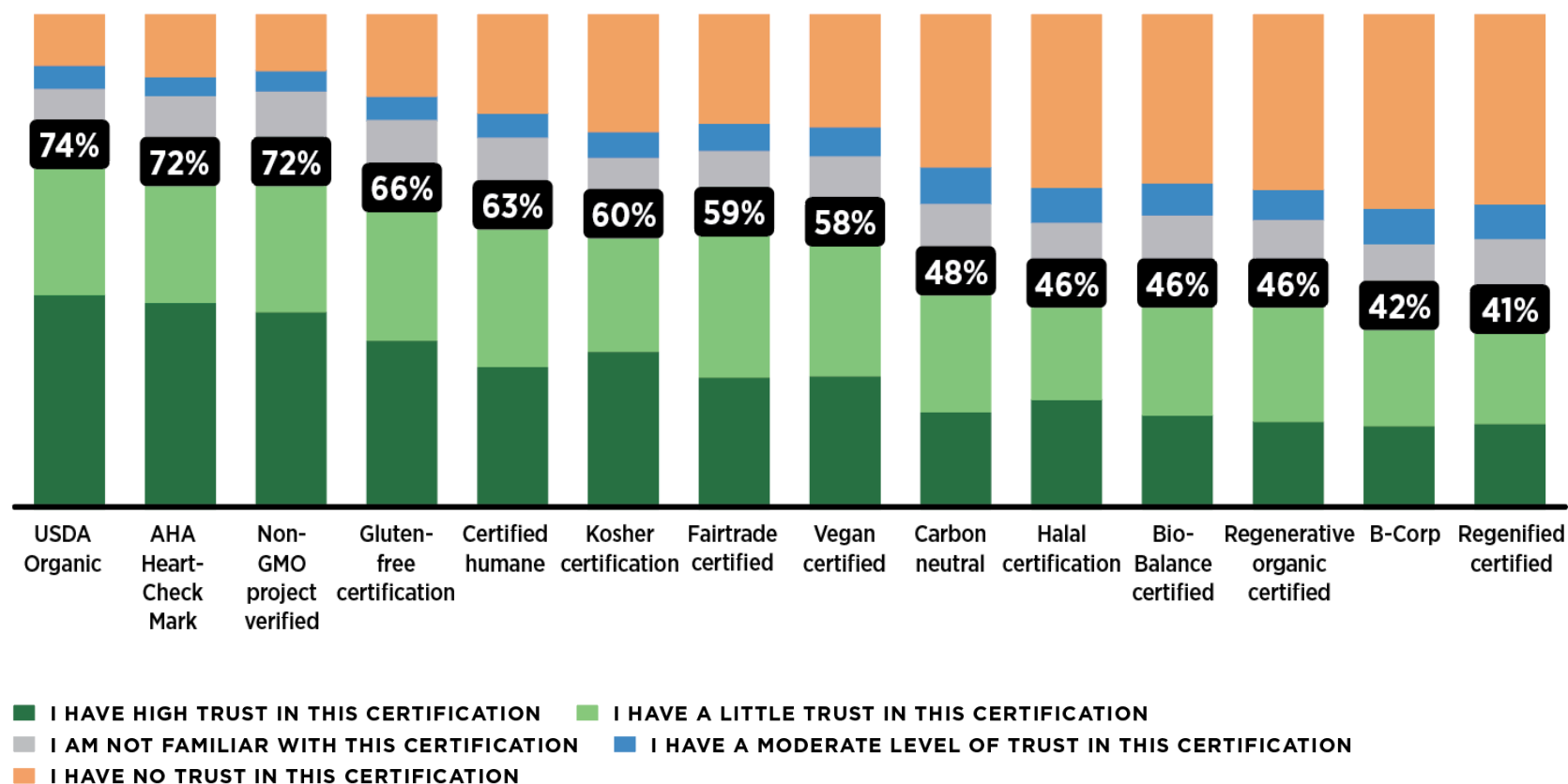
February 2025



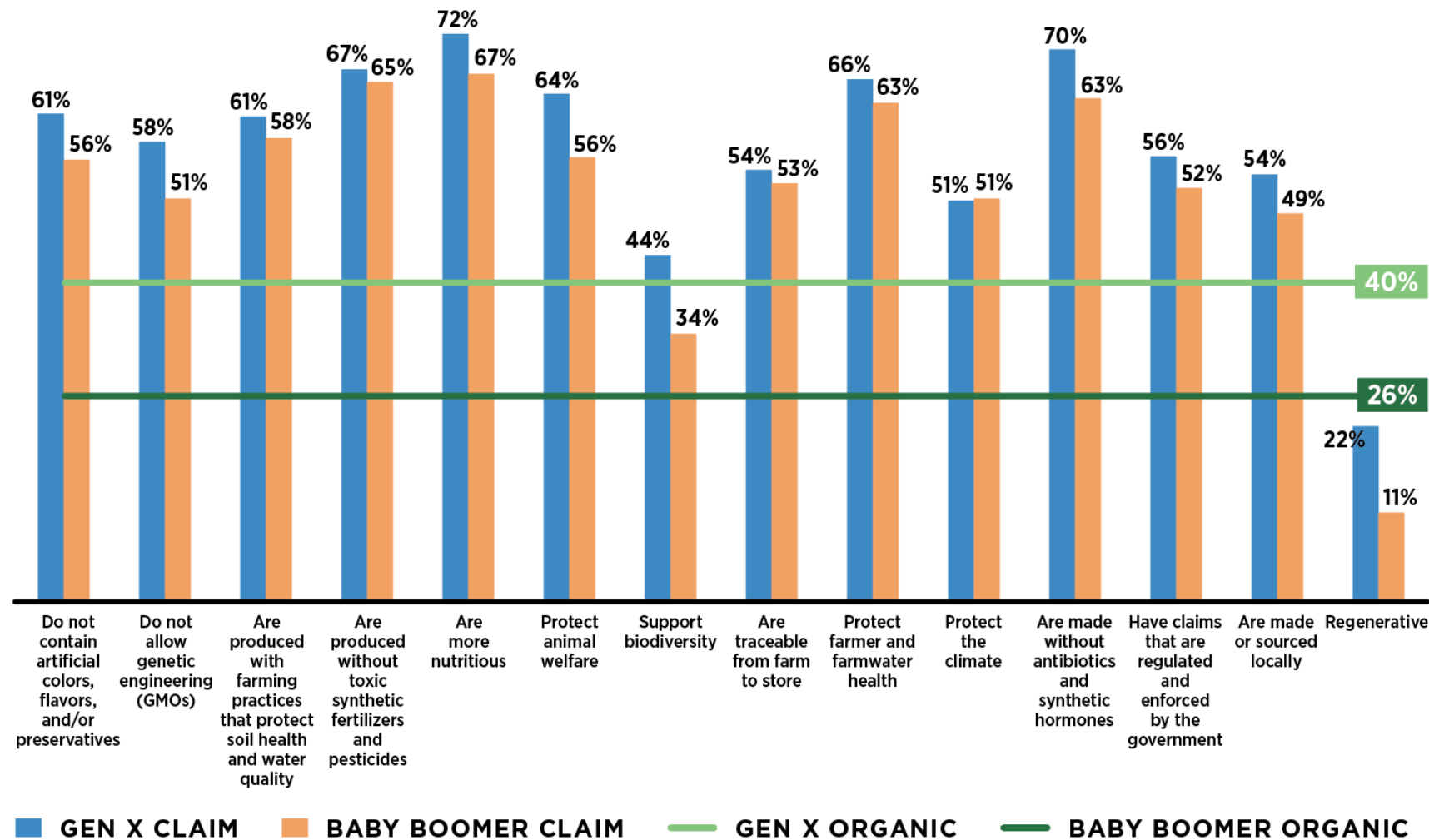


# Trust in Labels and Certifications

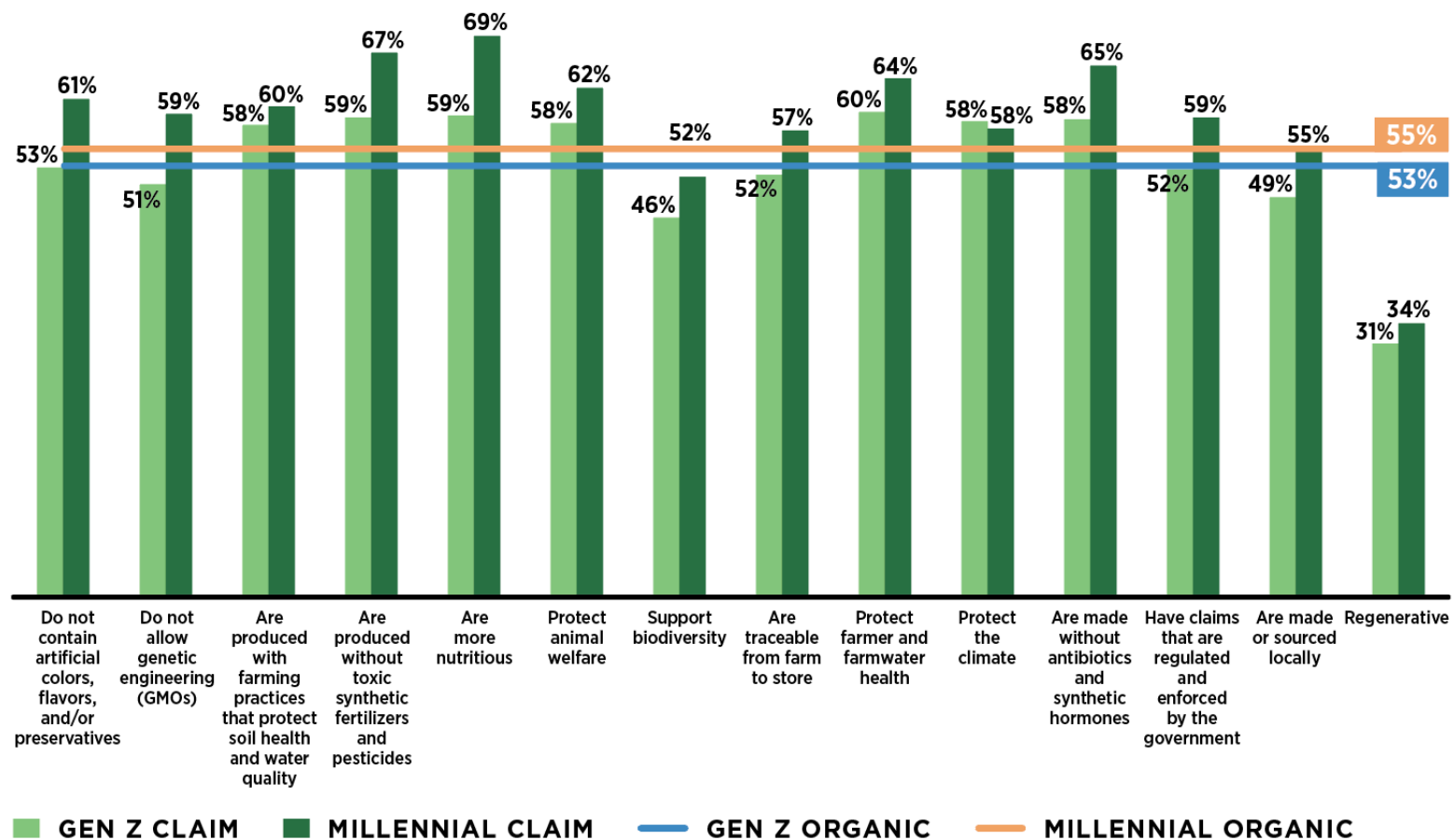
Please select the statement that aligns the most with your opinions regarding each of the following food and beverage certifications.



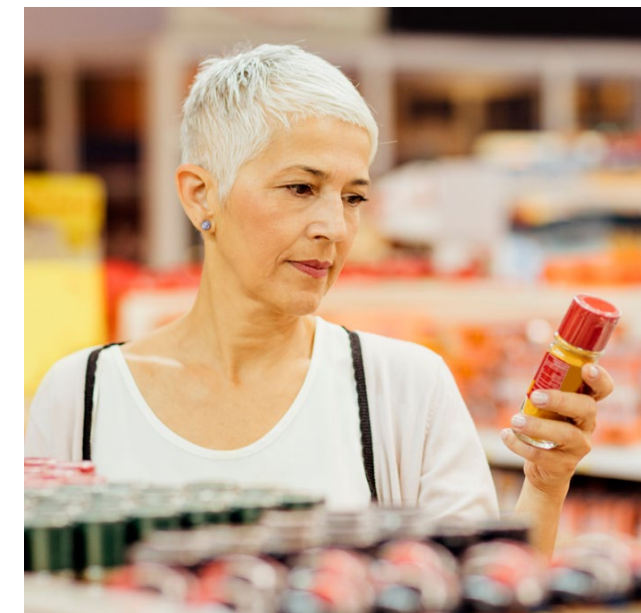
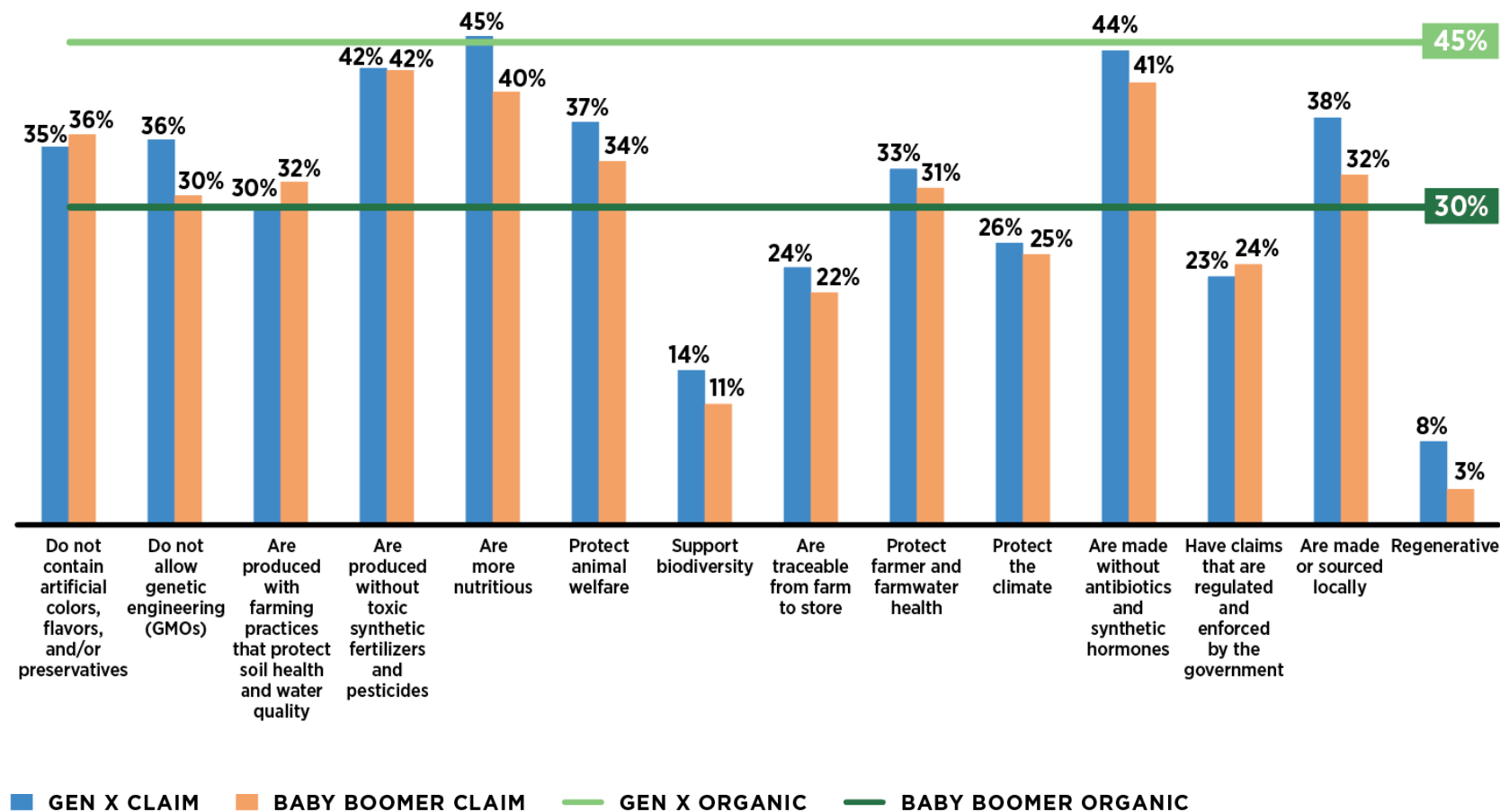
Which of these claims or attributes would be important to you when purchasing a food or beverage?



Which of these claims or attributes would be important to you when purchasing a food or beverage?

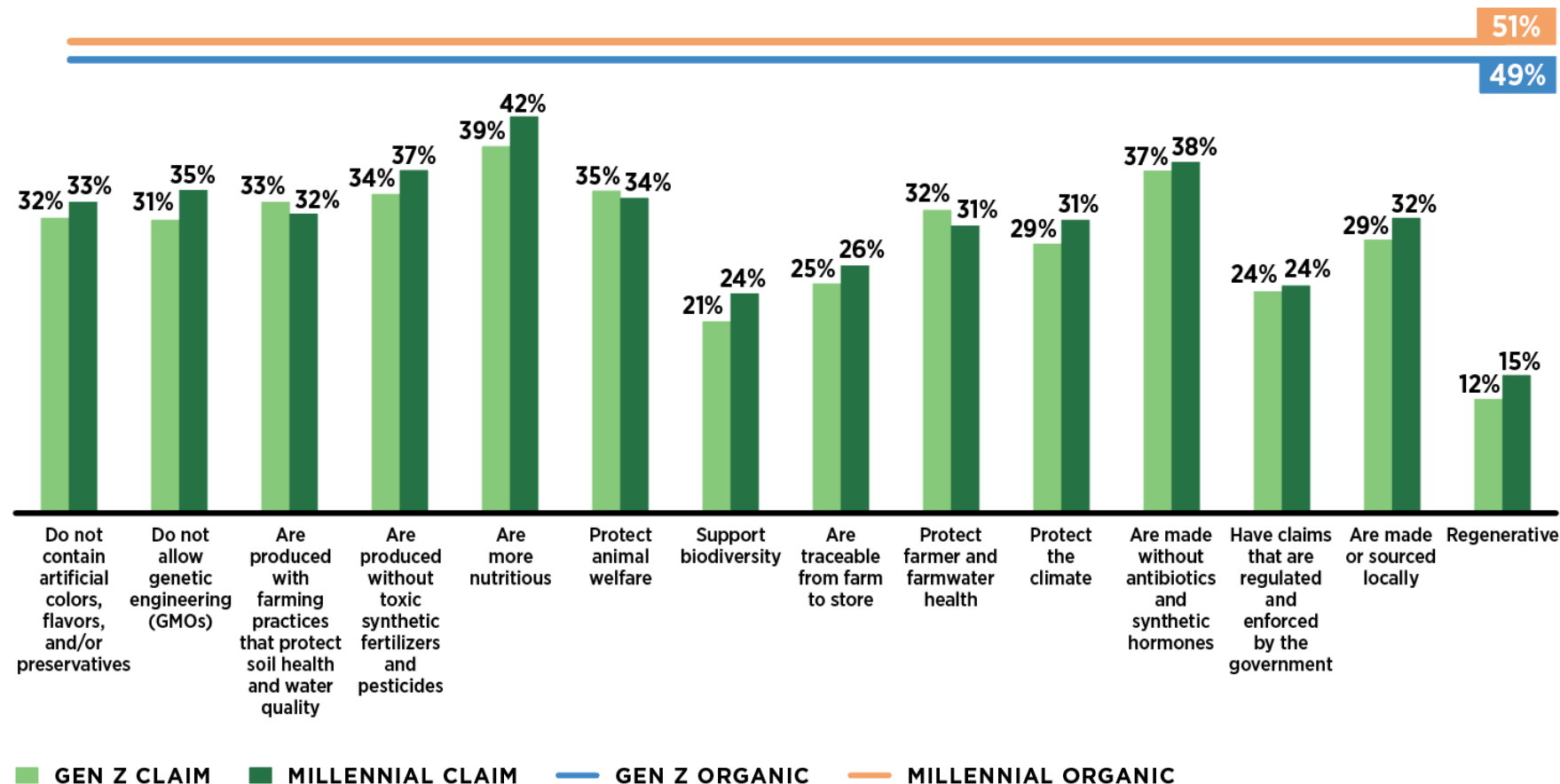


Please consider your food and beverage purchases and select the ones that you would be willing to pay more for?





Please consider your food and beverage purchases and select the ones that you would be willing to pay more for?







# The State of Organic

## Policy Impact



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# Thank You!

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