U.S. Natural and Organic Foods Market Highlights:  
Compiled by Ken Meter (2006)

Food markets
Total U.S. food consumption (2004): $900 billion.¹
Total retail food sales in U.S. (2003): $450 billion.²

Commodity sales
Total farm commodity sales in U.S. (2002): $200 billion.³
U.S. Government payments to commodity producers (2002): $11 billion.⁴
Estimated value of food produced in gardens nationally for private use (1994): $19 billion.⁵


Natural and organic food sales
Estimated sales of "natural" products (2003): $43 billion.⁷
(excludes superstore chain sales. Includes food plus supplements, personal care items, etc.)
Estimated sales of "natural" foods (2003): $18 billion.⁸
(included in total product sales listed above, excludes superstore chain sales.)
Estimated sale of "organic" foods (2002): $10 billion.⁹
(excludes superstore chain sales.)

Current growth rate in organic sales (2002): 17%.¹⁰

Current growth rate in organic sales in Europe (2002), seen by some as indicator for future rates in U.S.: 7.8%.¹¹
Current growth rate for supermarket food sales (2003): 2-3%.¹²
Supermarket share of organic food sales (2003): 37%.¹³

Estimated total potential market for organic foods: $15 to $100 billion by 2030.¹⁴
Sources:


8 Traynor Spencer and Rea, 1.


