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## *Golden Research Thoughts*

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# Golden Research Thoughts

**GRT**

## SWOT ANALYSIS OF ORGANIC FOOD MARKET IN INDIA – AN OVERVIEW



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### ABSTRACT

The organic food market is an important segment of Indian agrarian economy. The organic food market has been slowly moving from a niche market to the mainstream market within the agricultural industry. Organic foods are those made from agricultural products grown without the use of pesticides or chemical fertilizers. Nevertheless there are many studies available regarding organic food; few have attempted to study the organic food market and consumer attitudes over a period, taking more than one point of time for the study. The present study has made the attempt of

understanding the SWOT analysis of Indian organic food market. SWOT analysis is an important pillar of strategic management. And also a SWOT analysis is a tool, used in management and strategy formulation. It can help to identify the Strengths, Weaknesses, Opportunities and Threats of a particular company or market. SWOT analyses is used of organic food



market in India, due to aware of strengths and weaknesses of the organic food market and also identify to the environmental factors such as opportunities and weaknesses. This study completely based on secondary data. The data collected from agriculture departments, NSSO reports, statistical and census reports, published materials like Journals, News Papers, Periodicals, Books and so on.

**KEYWORDS** :Organic food, Organic food market, SWOT, India, Export.

### INTRODUCTION :

Organic foods are foods produced by methods that observe with the standards of organic farming. Standards differ worldwide; however, organic farming in general features practices that foster cycling of resources, promote ecological balance, and conserve biodiversity. Organizations regulating organic products may choose to restrict the use of certain pesticides and fertilizers in farming. In general, organic foods are also usually not processed using irradiation, industrial solvents, or synthetic food additives.

The Europe and North America are the major global markets for organic food products. The demand for organic food products is growing in these regions due to high purchasing power and huge presence of health conscious consumers. Compared to western markets, the organic food consumption in India is very low. Organic food market in India is highly unorganized and fragmented, which offers immense growth opportunities for domestic as well as international players. India majorly exports organic processed food products, organic rice, beverages and other cereals and millets to US, Canada, Europe, and South East Asian countries. Organic certifications, land conversion from conventional farms to organic farm lands, farmer training and organic food product storage involve high cost which results in organic food products costing more than conventional food products. Consequently, the domestic demand for organic food products is primarily driven by high net worth individuals in metro cities. Currently, organic processed food segment is the leading growth contributor, followed by organic cereals, and pulses & grains.

The organic food market in India is expected to grow from ` 675 crore in 2010 to ` 7,000 crore by 2015 with a CAGR of 60 per cent. Changing lifestyle of today's consumers, rising health awareness, higher disposable income and increasing number of modern retail outlets across the country are the major growth drivers for the organic food segment. "We are witnessing growth in terms of both the customer base and the consumption trends. We are, therefore, constantly working towards bringing a greater variety to the market. We started with 70 products in our range in 2004; today, we offer more than 300 products and are still growing," says Ashima Agarwal, Category Head – Organic Foods, Fabindia.

### CONCEPT OF ORGANIC FOOD

The term 'organic' is rooted in 'bio' from Greek bios meaning life or way of living. Organic food products was first created in the 1940s and refers to food raised, grown and stored and / or processed without the use of unnaturally produced chemicals or fertilizers, herbicides, pesticides, fungicides, growth hormones and regulators or generic modification. (Essoussi & Zahaf, 2008).

The term "organic" refers to the way agricultural products are grown and processed. Specific requirements must be met and maintained in order for products to be labeled as "organic." Organic crops must be grown in safe soil, have no modifications, and must remain separate from conventional products. Farmers are not allowed to use synthetic pesticides, bioengineered genes (GMOs), petroleum-based fertilizers, and sewage sludge-based fertilizers.

The organic and natural foods are those produced without the use of any chemical fertilizers, pesticides, or additives. Organic foods were historically grown on small, family-run farms, limiting the sale of these goods to small grocery stores and farmers' markets. The sales of organic and natural foods have boomed as well, significantly outpacing the growth of conventional food sales. Organic food is produced by farmers who emphasize the use of renewable resources and the conservation of soil and water to enhance environmental quality for future generations.

Organic meat, poultry, eggs, and dairy products come from animals that are given no antibiotics

or growth hormones. Organic food is produced without using most conventional pesticides; fertilizers made with synthetic ingredients or sewage sludge; bioengineering; or ionizing radiation. Before a product can be labeled "organic," a Government-approved certifier inspects the farm where the food is grown to make sure the farmer is following all the rules necessary to meet USDA organic standards. Companies that handle or process organic food before it gets to your local supermarket or restaurant must be certified too.

### **BENEFITS OF ORGANIC FOOD**

Organic foods provide a variety of benefits. Some studies show that organic foods have more beneficial nutrients, such as antioxidants, than their conventionally grown counterparts. In addition, people with allergies to foods, chemicals, or preservatives often find their symptoms lessen or go away when they eat only organic foods. In addition:

- Organic produce contains fewer pesticides - Pesticides are chemicals such as fungicides, herbicides, and insecticides. These chemicals are widely used in conventional agriculture and residues remain on (and in) the food we eat.
- Organic food is often fresher - Fresh food tastes better. Organic food is usually fresher because it doesn't contain preservatives that make it last longer. Organic produce is often (but not always, so watch where it is from) produced on smaller farms near where it is sold.
- Organic farming is better for the environment - Organic farming practices reduce pollution (air, water, soil), conserve water, reduce soil erosion, increase soil fertility, and use less energy. Farming without pesticides is also better for nearby birds and small animals as well as people who live close to or work on farms.
- Organically raised animals are NOT given antibiotics, growth hormones, or fed animal byproducts - The use of antibiotics in conventional meat production helps create antibiotic-resistant strains of bacteria. This means that when someone gets sick from these strains they will be less responsive to antibiotic treatment. Not feeding animal byproducts to other animals reduces the risk of mad cow disease (BSE). In addition, the animals are given more space to move around and access to the outdoors, both of which help to keep the animals healthy.
- Organic meat and milk are richer in certain nutrients - Results of a 2016 European study show that levels of certain nutrients, including omega-3 fatty acids, were up to 50 percent higher in organic meat and milk than in conventionally raised versions. This may be because organic milk and beef come from cattle that graze on a natural diet of grass, while conventional meat and milk usually comes from animals fed with grain.
- Organic food is GMO-free - Genetically Modified Organisms (GMOs) or genetically engineered (GE) foods are plants or animals whose DNA has been altered in ways that cannot occur in nature or in traditional crossbreeding, most commonly in order to be resistant to pesticides or produce an insecticide. In most countries, organic crops contain no GMOs and organic meat comes from animals raised on organic, GMO-free feed.

### **ORGANIC FOOD MARKET IN INDIA**

The organic food market has been slowly moving from a recess market to the mainstream market within the agricultural industry. Almost all food products are sold in the organic market, the difference being that the products that are organic tend to be available at specified seasons.

According to "India Organic Food Market Forecast & Opportunities, 2019", the organic food market revenues in India are expected to grow at a CAGR of around 25% during 2014-19. The western

region is the highest revenue contributor for the country's organic food market followed by the southern region. Organic food companies are increasingly selling their products through E-commerce websites and retail stores. Various major players such as Sresta Natural and Morarka Organic Foods are expanding their retail distribution network in Tier I and II cities through tie-ups with leading retail chains as well as through establishment of exclusive stores and outlets. "India Organic Food Market Forecast & Opportunities, 2019" elaborates the following aspects related to organic food market expansion in India:

- India Organic Food Market Size, Share & Forecast
- Segmental Analysis – Fruits and Vegetables, Dairy Products, Processed Foods, Organic Cereals, Pulses & Grains
- Policy & Regulatory Landscape
- Changing Market Trends & Emerging Opportunities
- Competitive Landscape & Strategic Recommendations

### REVIEW OF LITERATURE

A study in Australia by Lea and Worsley (2005) also found that most of the respondents believed that organic food was healthier, tastier and better for the environment than conventional food. Greek consumers (Fotopoulos and Krystallis, 2002) seem to be informed about environmental and health issues. They seek information about the nutritional value of food and demand more products free from chemical residues. Most Greek consumers associate organic consumption mainly with fruit and vegetables (Tsakiridou, 2008). A number of studies carried out in the European Union and the United States (Davis et al., 1997; Latacz-Lohmann and Foster, 1997; Thompson and Kidwell, 1998; Magnusson et al., 2001; Wier and Calverley, 2002; Fotopoulos, 2003) had investigated how consumers perceive the organic concept, the issues related to the demand of organic product and the factors that facilitate or hinder the acceptance of these products. They reveal that purchase motives are attributed to environmental and health consciousness, safety and quality concerns and exploratory food buying behaviour, as well as to specific product attributes such as nutritional value, taste, freshness and price (Tregear, 1994; Roddy, 1996; Worner and Meier-Ploeger, 1999).

Jolly (1991) found that the organic food buyers tend to be younger than non-buyers. Davis (1995); Wandel and Bugge (1997) found that women seem to be more interested in organics than men, and they were more frequent buyers than men. Overall, more positive attitudes towards organic food have been detected in women as opposed to men (Lea and Worsley, 2005). The purchase of organic food products tends to be based on reasons ranging from dealing with food allergies to valuing the philosophy upon which organic farming is based. Overall, redefining of consumers profile helps to better address the specific values underlying their food consumption. Although some organic consumers are environmentally conscious, most studies confirm the predominance of egocentric values like health, attitude towards taste, and freshness that influence organic food choice more than the attitudes towards environment and animal welfare (Millock, 2002; Fotopoulos and Krystallis, 2002a; Zanolli and Naspetti, 2002). The main reasons that prevent consumers from buying are expensiveness, limited availability, unsatisfactory quality, lack of trust, lack of perceived value and misunderstanding of Organic food production processes (Fotopoulos and Krystallis, 2002; Verdurme, 2002; Larue, 2004).

Though there are many studies available regarding organic food, few have attempted to study the organic food market and consumer attitudes over a period, taking more than one point of time for

the study. The present study has made the attempt of understanding the SWOT analysis of Indian organic food market.

### OBJECTIVE

- To analyze the SWOT of organic food market in India.

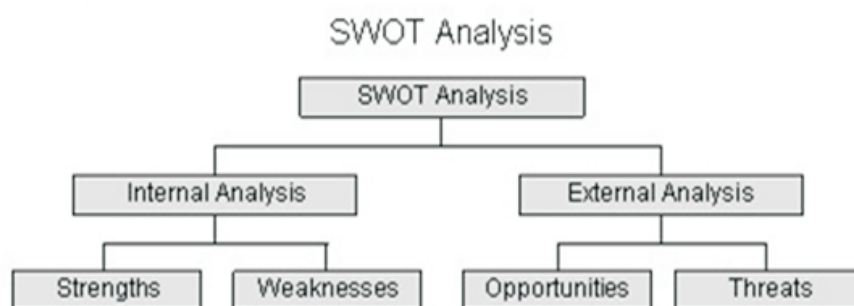
### METHODOLOGY

This study completely based on secondary data. The data collected from agriculture departments, NSSO reports, various statistical reports, published materials like Journals, News Papers, Periodicals, Books etc.

### SWOT ANALYSIS

SWOT analysis is an important pillar of strategic management. And also a SWOT analysis is a tool, used in management and strategy formulation. It can help to identify the Strengths, Weaknesses, Opportunities and Threats of a particular company or market. Strengths and weaknesses are internal factors that create value or destroy value. They can include assets, skills, or resources that a company has at its disposal, compared to its competitors. They can be measured using internal assessments or external benchmarking. Opportunities and threats are external factors that create value or destroy value. A market or company cannot control them. But they emerge from either the competitive dynamics of the industry / market or from demographic, economic, political, technical, social, legal or cultural factors (PEST).

The following diagram is clearly explained the SWOT analysis.



### SWOT Analysis of Indian Organic Food Market

SWOT analyses is used of organic food market in India, due to aware of strengths and weaknesses of the organic food market and also identify to the environmental factors such as opportunities and weaknesses. Given below statements are clearly explained to the SWOT analysis of the Indian organic food market present status.

#### Strengths of Organic Food Market

- India has historically been an organic farming based agricultural country
- India has the highest number of organic farmers around the globe. The huge population of the country has a major role to play in the same.
- Provide healthier and fresher vegetables and fruits
- Skilled staff

- The farming land is fertile
- The business itself is a strength
- Easy availability of more labour force
- Comfortable availability of raw materials in the country.
- More contribution of countries economic growth
- Safety food
- Comparative advantage in organic food production
- Low cost of production
- High quality and improved nutrition
- Improved soil health
- Premium prices
- Environmental sustainability
- Preserves traditional varieties / species and high self life
- Organic farming does not use any type of harmful chemicals to keep pests away, unlike the majority of industrial farming. They use all natural methods that do not harm the consumer or the environment that they are grown in. Herbicides, pesticides, and artificial growth hormones are all forbidden on an organic farm.
- In order for a food to be labeled as organic, the entire process of which is was created is thoroughly investigated. The organic food industry is internationally regulated, which means that organic means the same standards where followed, no matter where in the world it was made. This helps the consumers to know that they are truly getting what they think that they are.
- Fruits and vegetables that are organically raised have a much better taste than other mechanically farmed ones.
- Farmers can reduce their production costs because they do not need to buy expensive chemicals and fertilizers.
- Healthier farm workers.
- In the long term, organic farms save energy and protect the environment.
- It can slow down global warming.
- Some non-organic foods contain additives that can alter the taste, nutritional value and may even lead to weight gain. All of these are not found on naturally grown food items, which mean taste is better and more natural. Recent studies also showed that organic food has more healthy chemicals and mineral salts that increase nutritional value and quality.
- The use of chemicals and pesticides has been linked to a wide range of diseases, such as leukemia, non-Hodgkin's lymphoma, infertility, cancer of the breast and prostate, Parkinson's disease, and immune and endocrine disorders. Herbicides and fertilizers, on the other hand, can lead to immune disorders, heart diseases hypertension, cancers and other numerous diseases. So taking all of them out of the equation makes the food you eat a lot safer. Most importantly, it is nothing like genetically engineered foods or meat sources that have been given appetite enhancers and synthetic hormones.
- The market is growing at 25-30 per cent at present. There is more potential to grow.
- According to the study, India's organic food market has potential to grow more than 25 per cent annually to touch \$1.36 billion by 2020, provided there is more awareness about these products and the government incentivizes region-specific organic farming to ensure consistent growth in future.
- As per the government data, organic farming is practiced in 12 states in about 4.72 million hectares. In 2013-14, organic food production was 1.24 million tonnes.



### **Weakness of Organic Food Market**

- No specialized banks for organic farming and food
- No proper distribution channel
- The only medium communication is the web
- Premium price only
- Self contained niche market set up
- Structural problems, very decentralized
- No government subsidies for organic foods (but available other sector)
- Underdevelopment supply chain for organic foods
- Higher supplier costs for organic and fair trade prices
- Food security
- Inconsistent / dated brand name
- Competitors accept more benefits globally.
- The company has to expand its operations all across the globe in order to drive the economies of scale.
- Lack of promotion of products through social networking.
- High cost in expansion
- Large perishable inventory
- High inventory costs
- Shortage of inventory in certain categories
- Inadequate formal training / unskilled labour.
- Horizontal growth of organic food market in Tamil Nadu
- Less number of organized product manufacturers.
- Lack of Funds
- Lack of Marketing Skill
- Lack of Information.
- Poor adaptability to changing trade trends.
- Productivity gaps
- Lack of established markets
- Poor quality management in production processing
- Low R&D investments on organic food market and farming
- Organic market buyers / consumers driven market
- Adulteration and poor quality of organic inputs
- Large number of small farms with weak organizational building
- Intensive in nature and high labour costs
- The government is spending crores of rupees on organic farming. Despite this, not many people are aware of organic farming.
- highly unorganised market

### **OPPORTUNITIES OF ORGANIC FOOD MARKET**

- Growing market for organic food
- Less competitors in the market
- Demand for value pricing
- Give back to consumers who shop regularly and develop new customers
- Increase in store events, and develop external events
- Continue to promote and build organic food brand identity

- Increase outreach abroad
- Organic Farming have immense scope in this country
- In India, Mumbai and Delhi region remain to be the highest contributors in the demand of organic food market.
- India is one of the largest exporters of organic food and is fast becoming a big consumer as well.
- Growing purchasing power of consumers
- Growing health awareness
- 70 per cent of GCA is under rain fed agriculture
- Research showed that animals that feed on organic foods reproduce more compared to their non-organic food-eating counterparts. Apparently, animals also suffer infertility due to a large consumption of food items grown with chemicals, similar to humans. This results in lower levels of reproduction.
- When you buy organic foods, you support local farmers and their organic farms. When the rest of the community does the same thing, there will be more farms and more jobs will be created. These, in turn, support the community's local economy and also in country economy.
- Buying organic food may be expensive initially, but you will save money in the long run. Remember that whole foods prevent major and minor diseases, lowering health care costs because you are unlikely to get sick and be confined in a hospital. Moreover, you won't miss work and your income will remain intact.
- According to government estimates, the area under organic certification in India stands at around 4.72 million hectare, which is 2.6 per cent of the total agricultural land of around 182 million hectare in the country. India's organic food exports account for a mere \$224 million, which is about 0.3 per cent of the \$64 billion worth global organic food market. Demand is strong in both domestic and international markets.
- According to industry representatives, the organic food market in India is growing at around 15 per cent annually while export growth is almost double at around 30 per cent.

### Threats of Organic Food Market

- Without much profit
- Threats from substitutes and new entrance
- Inclement weather conditions
- Bad publicity from social networking sites
- Legislation and policy changes
- Demand for organic food will not increase
- Direct competitions from other products
- Changes in the government regulation on organic foods
- Issues such as food supply, miles and advertising honesty are pushed to the forefront
- Organic food is priced higher than the conventional food produced since the cost of production is higher in case of the farmer. However, for a value conscious country like India this hampers the growth opportunities of organic food market in India.
- High cost of organic food
- Costly and complex organic certification process
- Lack of infrastructure facilities and certification bodies
- Only export regulated organic markets
- Low awareness about organic inputs
- Most of the fields are contiguous and problem of contamination

- Organic foods in the supermarket are infamously higher than others. This is one of the biggest reasons that people do not fully support the use of organic farming, and not nearly enough people are enjoying the great benefits that it could bring.
- GMO crops, also known as genetically modified crops, are plants whose DNA structure has been altered. These seeds, once planted, create GMO crops. These crops then produce seeds and the pattern continues. It is very difficult to truly tell if an organic seed has not been affected by GMO's in anyway. This cross breeding could completely wipe out the idea of organic and non GMO crops very soon.
- Marketing and distribution is not efficient because organic food is produced in smaller amounts.
- Food illnesses may happen more often.
- Organic farming cannot produce enough food that the world's population needs to survive. This could lead to starvation in countries that produce enough food today.
- Without simplification of certification procedures, exemption of export ban may end up as a lip service to a sector that is rapidly growing in both domestic and international markets
- Despite favourable climatic conditions and a heritage of organic farming, India's performance in the organic food export sector remains miserable.
- States like Sikkim have taken a lead in promotion of organic foods but the sector remains plagued by complicated certification procedures, lack of technology, unavailability of organic pesticides and manure, and lack of processing industries.

### CONCLUSION

The organic food market is an important segment of Indian agrarian economy. According to recently published TechSci Research report "India Organic Food Market Forecast & Opportunities, 2020", organic food market in India is predictable to register growth at a CAGR of over 25 per cent during the period 2015-2020. Growing wellbeing perception is the key factor regular the demand for organic food products in India. Other factors driving growth in the market include higher income levels, improving living standard, and favorable government initiatives aimed at improving the current scenario of organic farming in the country by providing financial and technological support to organic farmers. Consumers in India are becoming increasingly good conscious, which has resulted in a change in their preferences. Consumers are moving towards consumption of organic food in place of conventional food, to keep away from adverse health effects of chemical preservatives/ residues present in non-organic food. Moreover, increasing popularity of organic products has significantly expanded the availability of organic food in retail stores over the last few years. With organic food becoming easily accessible, the market is predictable to witness notable growth over the forecast period.

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