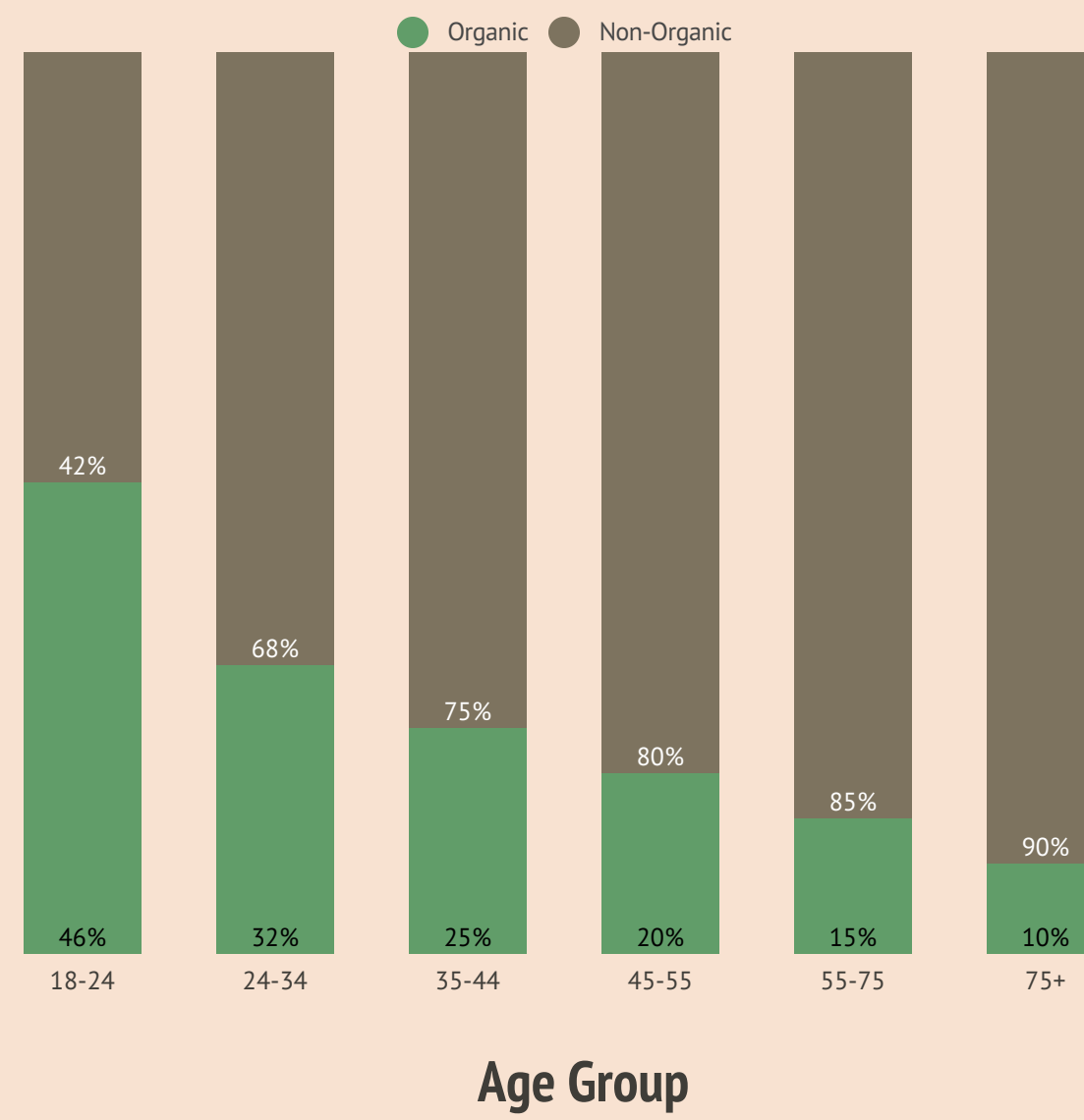
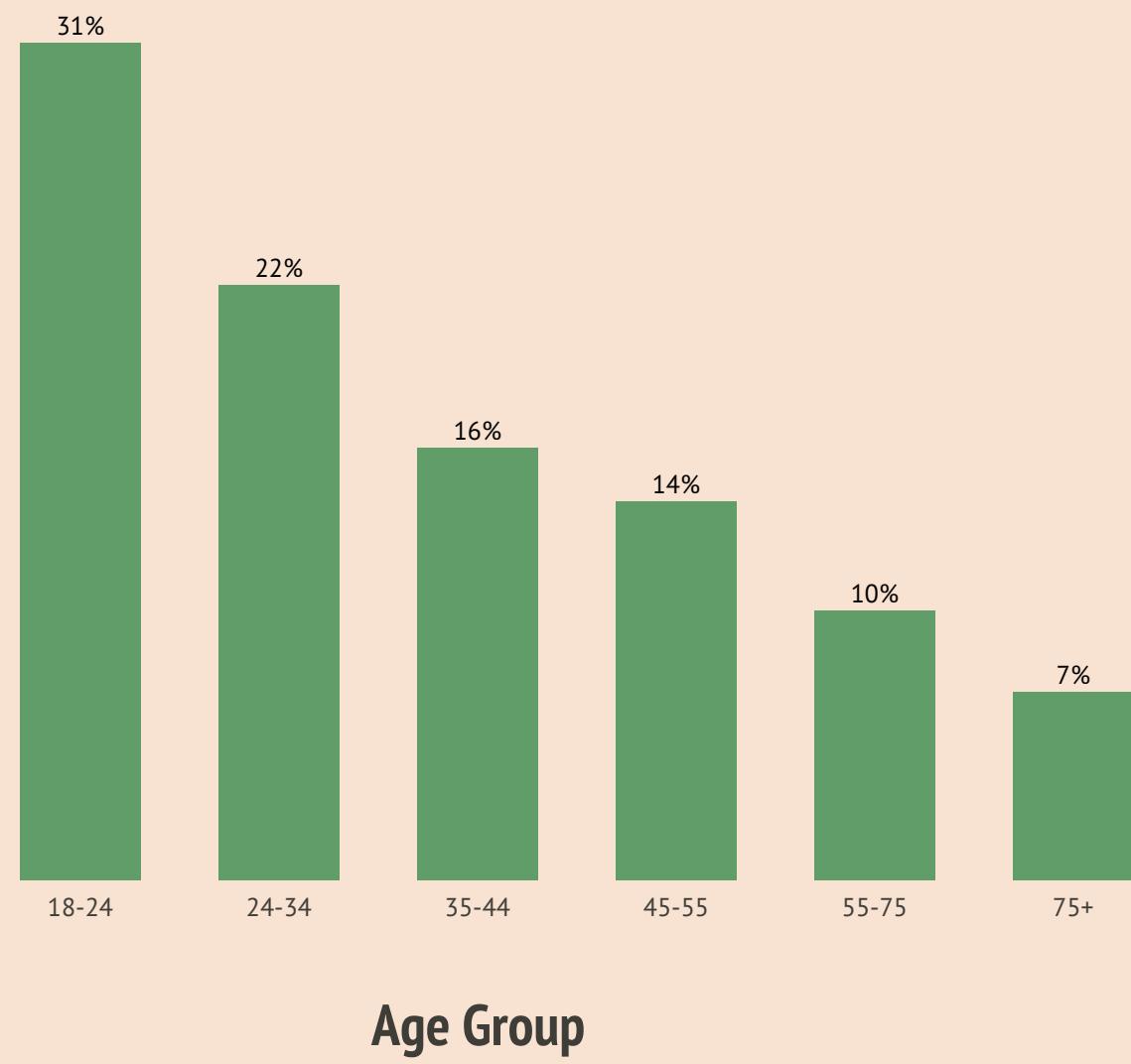


# Exploring Consumer Behavior in Organic Food Purchases

This report present key findings from research study on consumer behavior when purchasing organic food products in Canada and US.

## Age and Organic Food Preferences

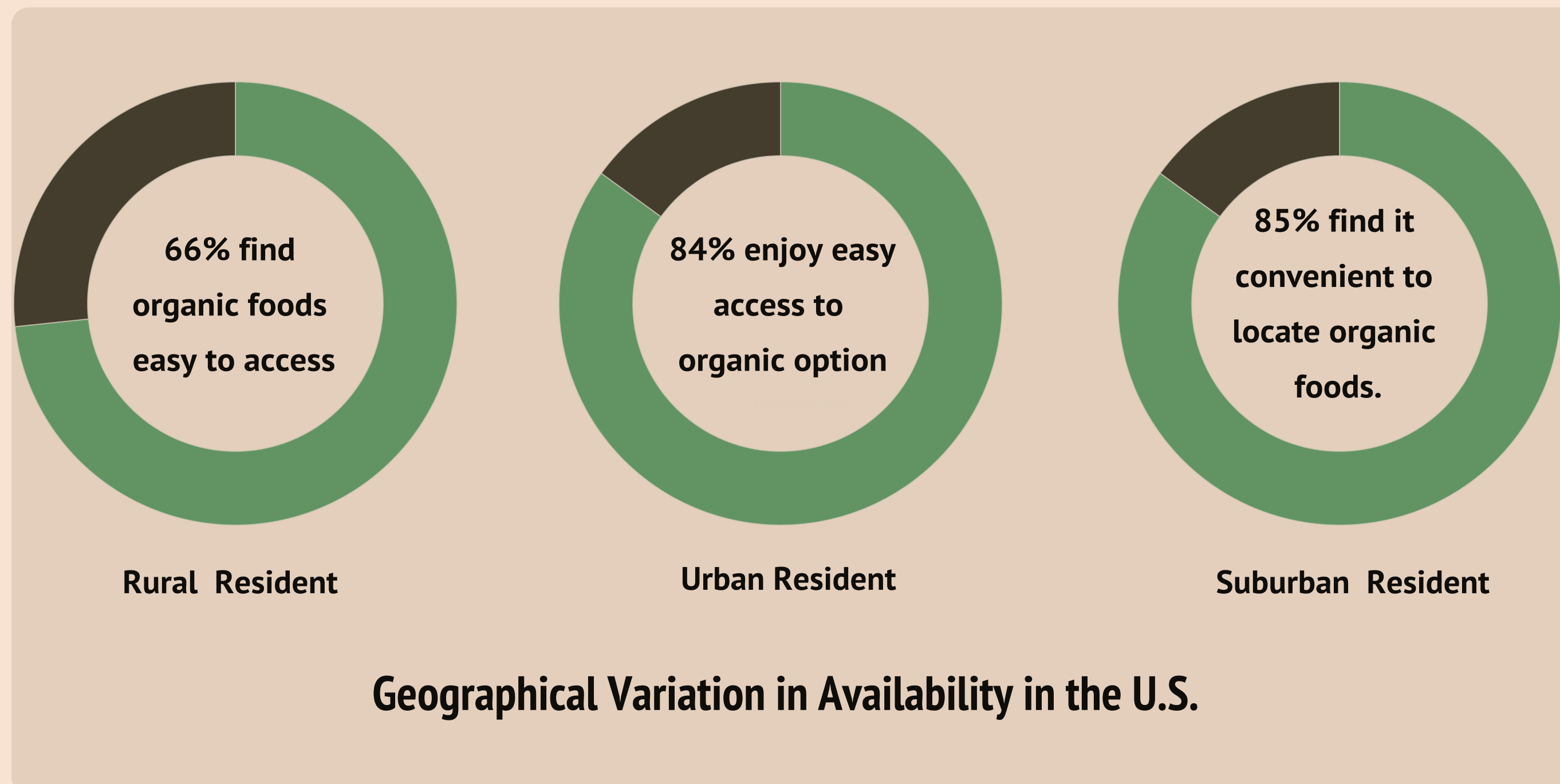
Understanding Organic Food Preferences Across Age Groups: different age groups exhibit varying organic food preferences. Let's explore how age influences consumer behavior.



- Centennials (Age 18-24):** Embrace organic products. Tech-savvy and health-conscious, they opt for organic choices.
- Millennials (Age 25-34):** Show moderate organic food consumption. Strive for balance in work-life and health.
- Gen X (Age 35-44):** Display diverse preferences. Juggling family and career, they choose a mix of organic and conventional foods
- Baby Boomers (Age 45-64):** Prioritize wellness. Seek a mix of organic and healthy options as part of their lifestyle.
- Seniors (Age 65+):** Prefer established habits. Incorporate organic items for health while enjoying a well-deserved retirement.

## Geographical Influence

Geographic location plays a pivotal role in shaping consumer preferences for organic food products. Explore how accessibility impacts buying habits



## Canadian Organic Food Shopping Preferences:



82% or 8 in 10 of regular Canadian organic food buyers shop for organic food at regular grocery stores.



45% or 4 in 10 of regular Canadian organic food buyers prefer to buy organic products at mass retailers.



32% or 3 in 10 of regular Canadian organic food buyers directly purchases from farmers.

## Health Matters: Driving Consumer Choices in Organic Food

### Consumer's Reasons for purchasing Organic Products

Healthy	48%
Pesticide Free	19%
Environment Friendly	15%
Fresh	9%
Better Taste	5%
Try Something New	2%
Trendy & Fashionable	2%

### Key Factors Shaping Organic Food Preferences

- Healthy**  
Consumers prioritize well-being, seeking nutrient-rich options
- Pesticide Free**  
Avoiding harmful chemicals in food production
- Environmental Friendly**  
Supporting eco-friendly farming practices."
- Better Taste**  
Organic food is often perceived as having superior flavor
- Fresh**  
Organic produce associated with freshness and quality

Environment Friendly  
Trendy  
Fresh  
**Healthy**  
Something New  
pesticide Free  
Better Taste

### Sources

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Organic Trade Association (OTA)  
United States Department of Agriculture (USDA)  
Statista  
Statistics Canada (StatsCan)