

# CAGR Organic Market 2025 - \$482Bn

The world of agriculture has been turned on its head with the latest figures on consumer trends hitting some of the biggest economies in the world. CAGR (compound annual growth rate) between 2008-2016 saw the organic food and drink markets show a steady growth of between 14%-16.7%.

In 2025, projections are estimated at \$456Bn (16.6%) from \$82Bn in 2015 with the US being the biggest market. **Consumer trends indicate that unless businesses within the food sector drastically change their approach to what I call the pre-product line of development, many will be forced to either spend excessive amounts of money catching up or simply close down.** Drastic as this may sound, the future of agribusiness has just taken a quantum leap, leaving conventional producers and ag-biz companies scratching their heads for want of feasible solutions.

How do we set the standards for commercial organic agribusiness? How do we factor in the equations needed to ensure that we are gaining the right information and projections to make the correct decisions to take our businesses into the 22nd Century? Businesses are in need of new direction, new leadership and an ethical agenda that beats their competitors.

**Agribusinesses are at a pivotal point with an ever-increasing need by consumers who demand transparency and ethical sourcing and production.** Faced with technological globalization and old world problems but still keeping the profits rising, it seems that we are stuck between the old and the future and at a point in history that will ensure the future of commercial organic starts here and now.

There are no leaders or specialists in the field of commercial organic agribusiness even though some claim to, but in a sector that is growing so rapidly and so new to the global scene, it is hard to imagine that anyone knows the best way forward. As with any newly developing sector, Research and Development take precedent but where do agribusinesses start or aim towards?

In my next article, I will touch on the importance of data sourcing and analysis.

Ms Paaristha Oomadath  
Principal Consultant  
[oomadath@co-ams.com](mailto:oomadath@co-ams.com)