

# 3 Highlights from our **Organic 2022:** Then, Now, Next report



01

**82%** of consumers say  
they use organic products  
at least occasionally.

Almost **half of Millennials** say  
they are using organic at  
least weekly.



# The share of consumers' shopping baskets occupied by organic and natural products continues to grow.

Organic's reported share of grocery purchases by age cohort  
*Among total, 2022 audience*

27%

Gen Z

29%

Millennials

22%

Gen X

14%

Boomers



**Private label organic brands have proven themselves worthy of consumers' attention: 81% of consumers agree that "organic store brands are just as good as national organic brands."**

Trust in different types of organic brands  
*Among total*

From Specialty/Natural Retailers'  
Private Brands

**59%**

From Manufacturers Who Specialize  
in Organic Brands

**58%**

From Major Grocery Retailers'  
Private Brands

**52%**

From Manufacturers Who Primarily  
Offer Conventional Products

**49%**





**To learn more about the Organic 2022:  
Then, Now, Next report you can download  
an overview with chapter highlights and  
order form [here](#)**

#### **ABOUT THE HARTMAN GROUP**

The Hartman Group is the premier food and beverage consultancy in the world. Companies and brands across all segments of the food and beverage industry benefit from our unparalleled depth of knowledge on consumers, culture, trends and demand-side market strategy. We listen closely to understand our clients' business challenges and tailor solutions that deliver transformative results. Through a unique suite of integrated custom, primary research capabilities, market analytics, and business strategy services, we uncover opportunity spaces and avenues for growth. We deliver more compelling insights that fuel inspiration and ideas for innovation.

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