RETAIL TRADE / Q1 MARKET FIGURES 2026

ORGANIC INSIGHTS

From insight to action

ORGANIC DENMARK

TO KICKSTART GROWTH IN THE ORGANIC MARKET, WE NEED TO BUILD A NEW SHARED NARRATIVE

Organic Insights plots the position of organic food in the retail market for the first quarter of 2026, highlighting market presence, product categories, retail chains and consumers. Factoring in emerging consumer trends, Organic Insights forecasts the drivers for change in the organic food sector.

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Editors
Birgitte Jørgensen, Market Director, Retail, bij@okologi.dk
Peter Rasmussen, Business Development Manager, pra@okologi.dk
Mille Gissel Laursen, Project Coordinator, mgi@okologi.dk

Layout
Mai Tschjerning Simonsen, Senior Designer, mtn@okologi.dk

Design sparring
Creative ZOO

Photography
Moment Studio for Organic Denmark

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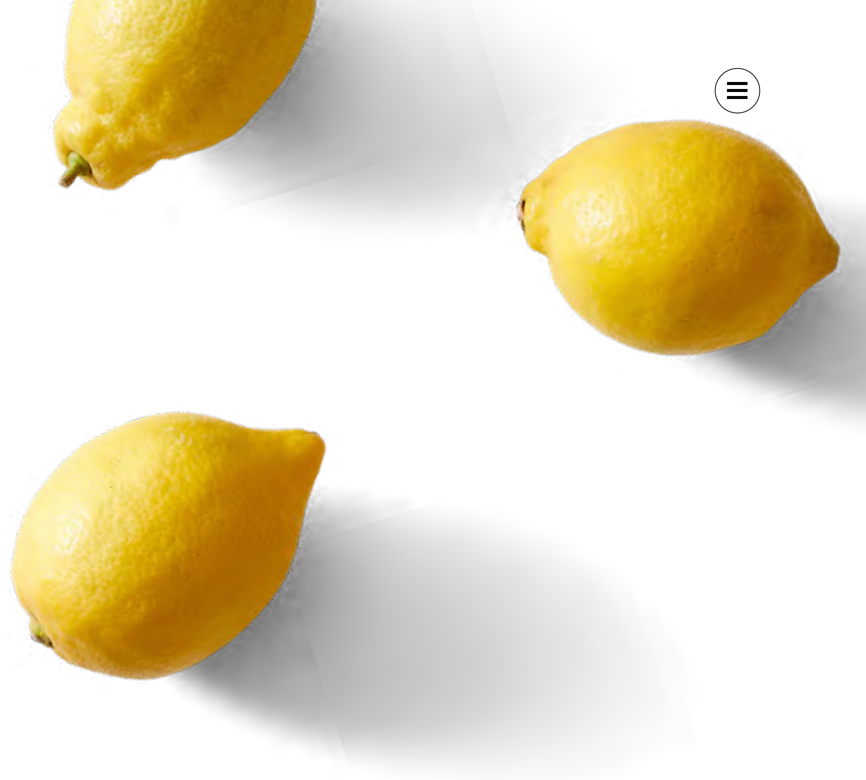


THE ORGANIC SECTOR IS AT A CROSSROADS

Welcome to the first edition of Organic Insights, which is replacing our annual market report for the retail trade.

BIRGITTE JØRGENSEN
MARKET DIRECTOR, RETAIL,
ORGANIC DENMARK

Trends and changes in Danish retail happen quickly and, in recent years, the pace has been even faster. As a result, in 2026, we have chosen to share data and insights with stakeholders across the value chain more frequently. Organic Insights for the retail trade will be published as a supplement to the quarterly webinars. It will only be published digitally, but in a print-friendly version.

In addition to sharing insights from the market, there will also be articles providing trend outlooks. The articles supplement the market topics that we have chosen to deep dive into in the webinar.

This quarter, we look at who it is buying organic products, and in future editions, we'll turn the spotlight on retail chains, followed by product categories.

2026 started with a resurge of geopolitical unrest, speculation about both price falls and increases, the roll-out of new store concepts/updates in discount chains as well as low consumer expectations. You might well say - what's new? But there's a reaction among consumers. This means that the organic market is still in a stagnation phase, supported only by price increases. The development can be seen in declining volumes in the first quarter of 2026.

Alongside this, a price war broke out in May. First in the discount sector, but now also spreading to some supermarkets. Although this does not involve many organic products, a greater price gap has emerged in dairy and meat, among others. We expect the consequences of this to be either price reductions or customers pulling away from organic products.

Therefore, the entire value chain needs to relay to consumers what the organic narrative is all about - on the packaging, at the point of purchase, on social media, etc.

Please let us know what you think - not only about Organic Insights, but also about market developments and your wishes for new insights.

Enjoy your reading!

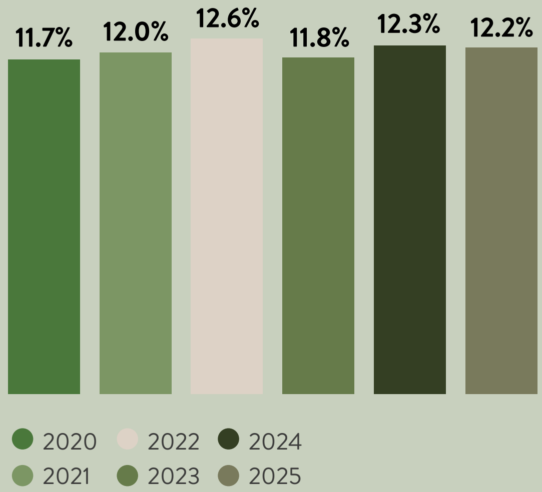
MARKET AND CONSUMER DATA

Which way is the organic sector going right now - and what motivations are shaping the shift? This section sets out the most important market and consumer insights that highlight organic's position in the retail trade. A look at market developments, product categories, retail chains and consumers.

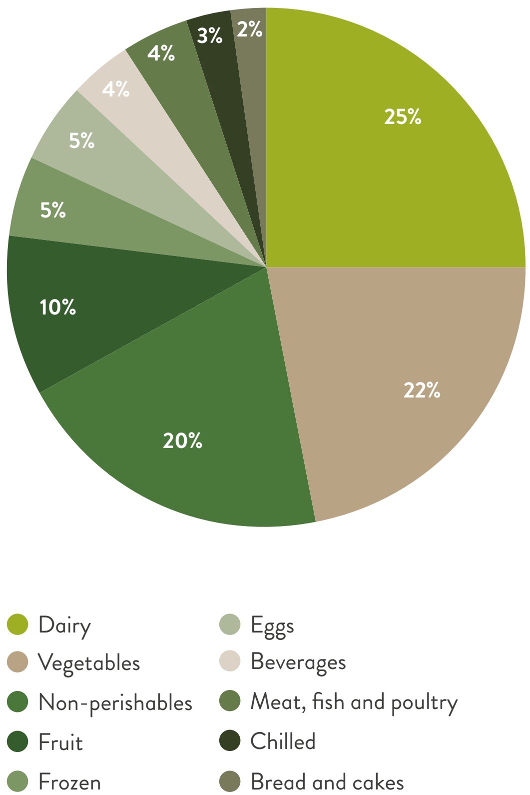
MARKET **HIGHLIGHTS**

TREND: THE ORGANIC MARKET STAGNATED IN Q1. THE DEVELOPMENT IN VALUE WAS SOLELY PRICE-DRIVEN AND THE MAJOR CHALLENGE FOR 2026 IS TO FIND GROWTH IN VOLUME.

MARKET SHARE OF ORGANIC FOOD IN THE RETAIL TRADE IN VALUE TERMS



VALUE SHARE OF ORGANIC GROCERIES BY PRODUCT CATEGORY (Q1 2026)



THREE INSIGHTS FROM Q1 2026

MARKET PENETRATION IS FALLING - ESPECIALLY AMONG DISCOUNT ORGANIC FOODS:

86.4%

(-0.95%)

NUMBER OF ITEMS IN THE SHOPPING BASKET PER TRIP IS FALLING ORGANIC FOOD:

3.1%

(-0.44%)

FREQUENCY IS FALLING MORE WITHIN ORGANIC FOOD THAN TOTAL FOOD

ORGANIC FOOD: 18.9% (-2.57%)

TOTAL FOOD: 48.5% (-0.9%)

ORGANIC MARKET DEVELOPMENT Q1 2026

+0.2% VALUE

-8.7% VOLUME

Source: Kauza shopper data

MARKET AND CONSUMER DATA

MARKET

→ MARKET

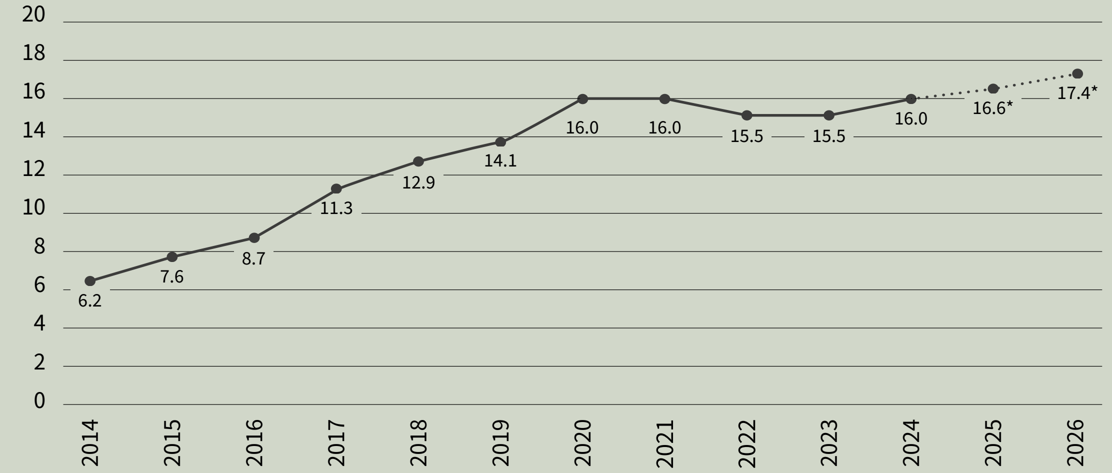
THE ORGANIC MARKET - LIMITED GROWTH AND FALL IN VOLUME

The organic market, in value terms, has been characterised by limited growth and periods of stagnation over the past 5-6 years. The growth is primarily due to ongoing price increases, which come from a turbulent retail market, but which also resulted in falling sales volumes during the same period. However, the market remains above 2019 levels, although since 2022 the overall trend has been negative.

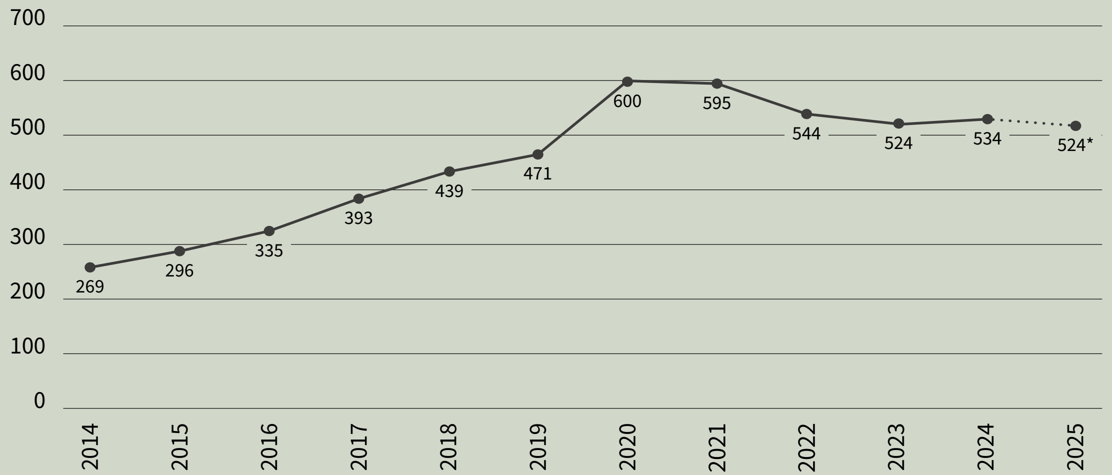
At the same time, Danish consumers have high price sensitivity - and are experts in seeking out offers. In a time of geopolitical unrest and increased competition between grocery chains in Denmark, commodities have once again become the tool that consumers use to take charge of what they spend - and thus their personal finances.

*Statistics Denmark's 2025 figures weren't published in May 2026 as planned, as they are currently phasing out their calculation method and moving over to data scanning, which will give more detailed statistics. The 2025 and 2026 figures are therefore included as estimates based on the changes in Kauza's shopper data.

RETAIL SALES OF ORGANIC FOOD (IN TERMS OF DKK BILLIONS) 2014-2026



RETAIL SALES OF ORGANIC FOOD (IN TERMS OF VOLUME) 2014-2025



Source: Statistics Denmark: statistikbanken.dk/oeko3

→ MARKET

FALL IN MARKET PENETRATION AND SALES VOLUME

Organic food is generally more expensive than conventional food, and price increases in recent years have led some consumers to cut back on organic food and instead choose conventional products. This may be part of the explanation for why organic market penetration in the first quarter of 2026 fell for the first time in several years.

However, growth may also have been affected by the fact that Easter fell in the first quarter in 2026 compared to the second quarter in 2025. It will therefore be important to monitor developments in the coming quarter to assess the overall first half of the year.

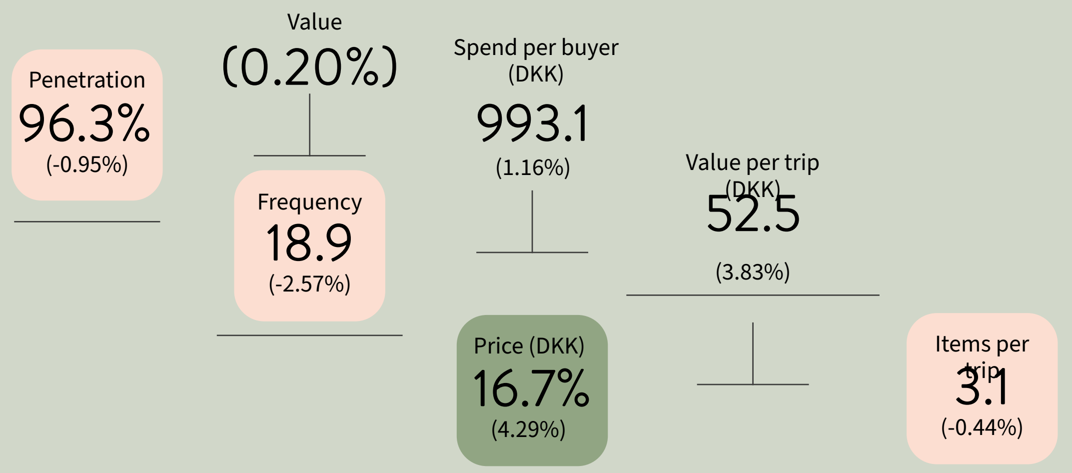
At the same time, the frequency of shopping trips decreased and consumers are putting fewer items in their basket per shopping trip. This is one reason for a significant drop in the total volume of organic sales, although the development may also be due to shifts in Easter sales.
The market share for organic food has remained largely unchanged over the past four years, although there have previously been relatively large fluctuations from month to month. Up to and including 2024, January was typically characterised by high organic sales, where traditionally there is a strong focus on health. This effect is now less apparent at the beginning of 2026, when organic sales have not been so notable as in previous years.

KAUZA DATA
Shopper data from Kauza is based on digital receipts from around 13,000 Danish households and provides a detailed insight into Danes' real grocery purchases.

For comparison, Statistics Denmark measures total sales in the market based on reports from the retail trade. This data also includes sales to tourists and the foodservice industry and may therefore differ from Kauza data.

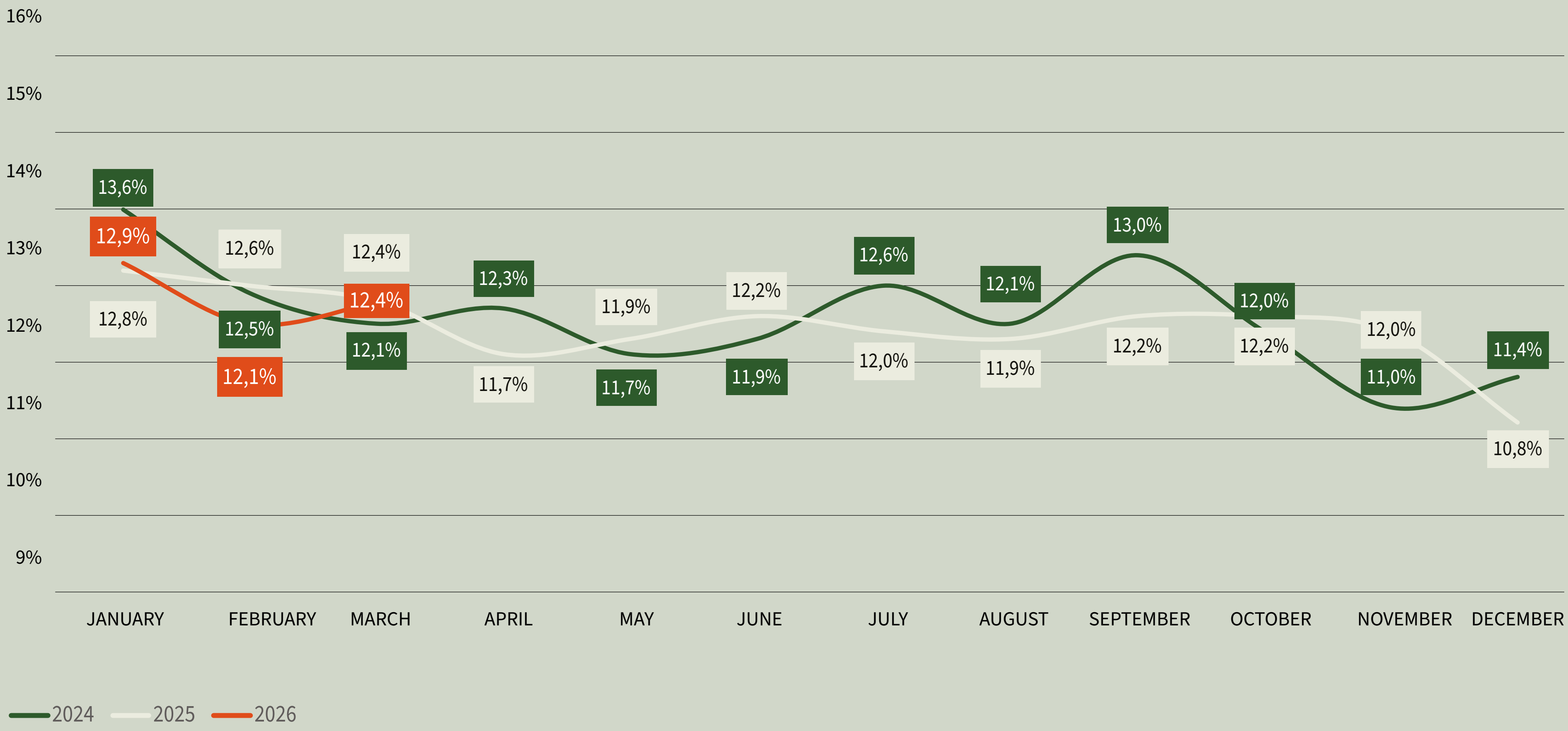
Penetration: Percentage of households that bought organic at least once
Frequency: Average number of times each household bought organic
Spend per buyer (DKK): Average organic consumption per customer
Value per trip (DKK): Average DKK paid for organic items per trip
Items per trip: Average number of organic items bought per trip

MARKET FIGURES FOR ORGANIC FOOD / Q1 2026 VS. Q1 2025



→ MARKET

ORGANIC MARKET SHARE PER MONTH IN THE RETAIL TRADE (IN VALUE TERMS) 2024 - 2026



MARKET AND CONSUMER DATA

CATEGORIES

→ CATEGORIES

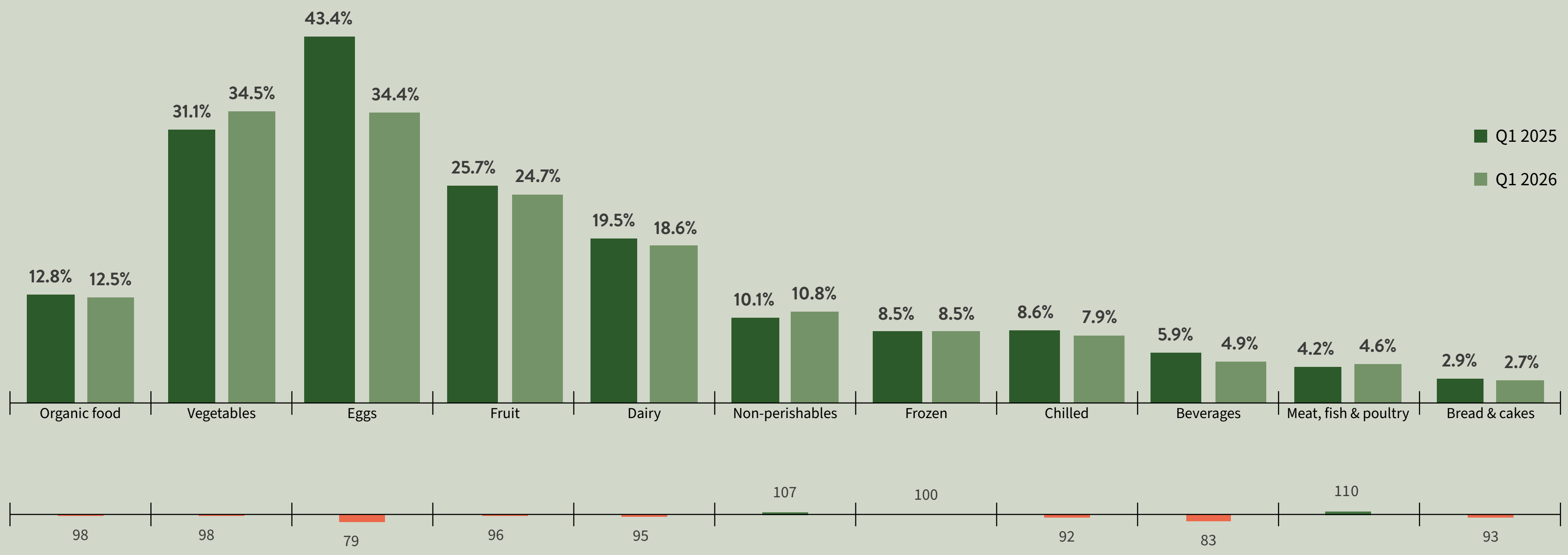
SIGNIFICANT DROP IN ORGANIC EGGS IN THE FIRST QUARTER OF 2026

Looking at the trend in sales at product category level shows that, generally, there were no major fluctuations in the first quarter of 2026 compared to the first quarter of 2025. However, one category stands out in particular - eggs.

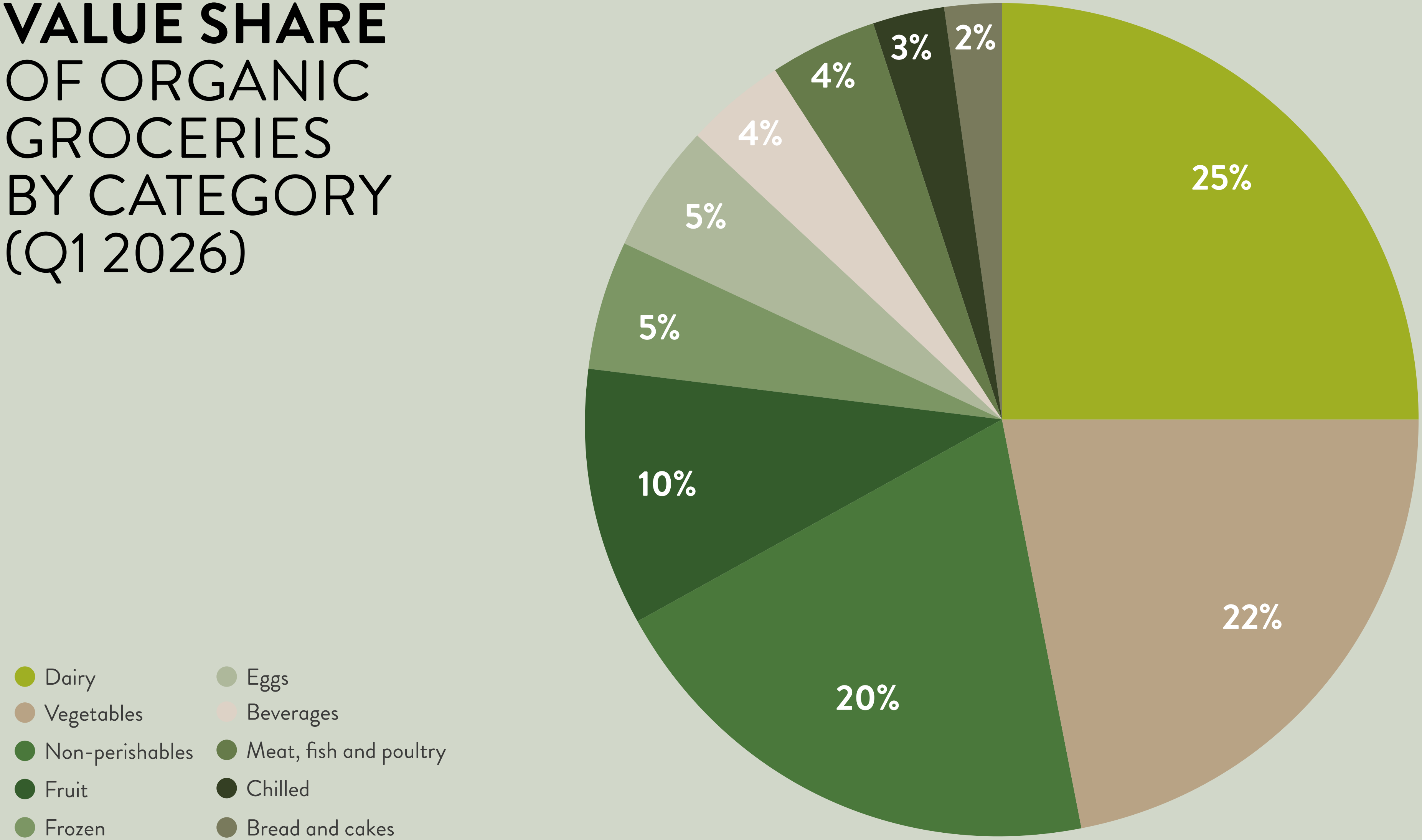
In 2025, organic eggs accounted for 43.4 per cent of the total category, but developments in the first quarter of 2026 show an index of 79 and a fall of nine percentage points. This is a significant drop in a year when Easter fell in the first quarter and would otherwise normally support sales.

At the same time, international demand for eggs has been increasing overall, while supply may have been limited by outbreaks of avian influenza, Newcastle disease and salmonella in other European countries. One possible consequence may have been cancelled campaigns, which normally help boost sales of organic eggs. The development in the category should be monitored closely, as eggs are a product category with high organic content and relatively few item numbers, but which nevertheless made up five per cent of total organic sales in the first quarter of 2026.

ORGANIC MARKET SHARE BY CATEGORY IN VALUE TERMS



VALUE SHARE OF ORGANIC GROCERIES BY CATEGORY (Q1 2026)



> In 2025, organic eggs accounted for 43.4 per cent of the total category, but developments in the first quarter of 2026 show an index of 79 and a fall of nine percentage points.

BIRGITTE JØRGENSEN, MARKET DIRECTOR, RETAIL, ORGANIC DENMARK

MARKET AND CONSUMER DATA

RETAIL CHAINS

→ RETAIL CHAINS

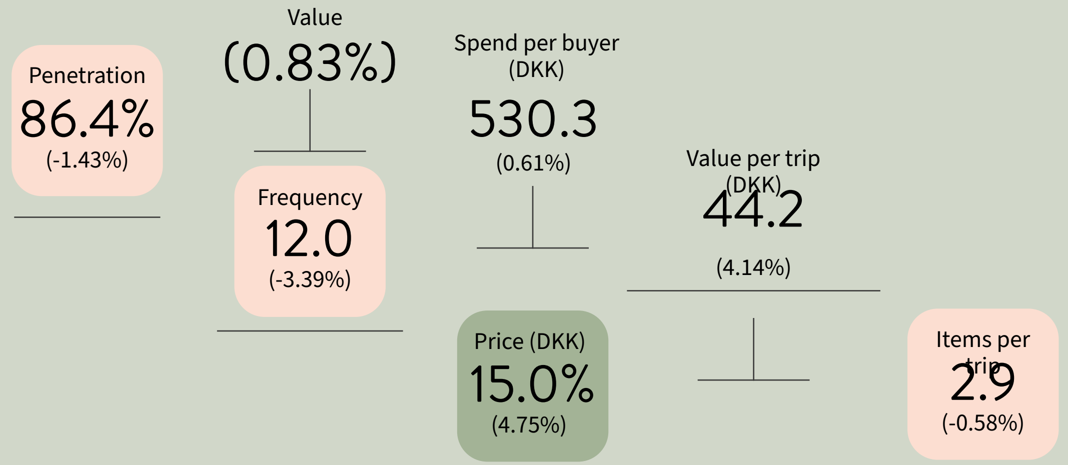
SUPERMARKETS ARE **STRONGER IN TERMS OF VALUE** THAN DISCOUNT

Considering that Easter fell in the first quarter in 2026, it is not an immediate surprise that the increase in value came from supermarkets.

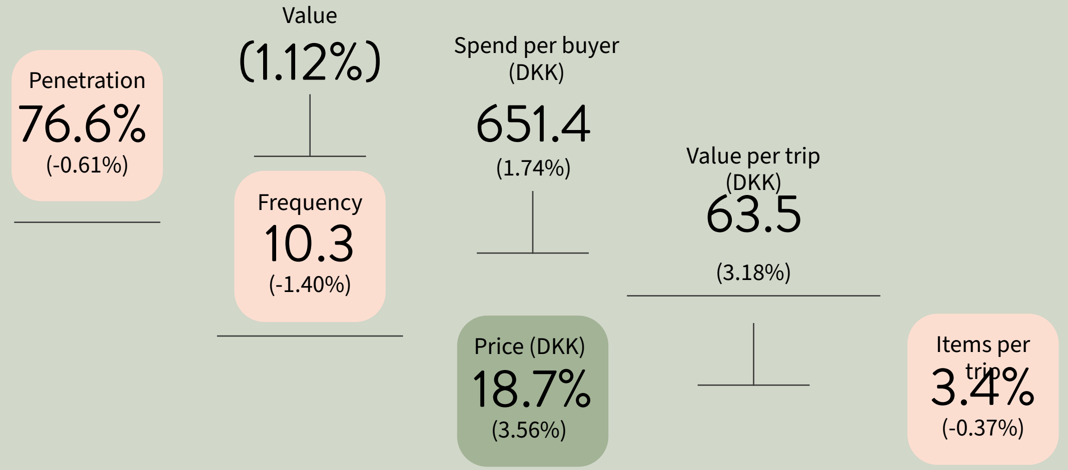
During the holidays, Danes traditionally shop more in the supermarkets - one reason being the wider selection and another being the larger social events, such as entertaining family and friends.

The fall in organic market penetration for discount stores during the period is significant in terms of the negative market development, as the discount sector accounts for more than half of organic sales. Not even higher prices managed to compensate for an overall loss in value for organic produce in the discount sector, as customers shopped fewer times and put fewer items in their basket per shopping trip compared to the same period in 2025.

DISCOUNT SEGMENT, ORGANIC FOOD / Q1 2026 VS. Q1 2025



SUPERMARKETS, ORGANIC FOOD / Q1 2026 VS. Q1 2025



Penetration: Percentage of households that bought organic at least once
Frequency: Average number of times each household bought organic
Spend per buyer (DKK): Average organic consumption per customer
Value per trip (DKK): Average DKK paid for organic items per trip
Items per trip: Average number of organic items bought per trip
Discount: Netto, Rema 1000, 365discount and Lidl
Supermarkets: Irma, SuperBrugsen, Brugsen, Kvickly, Føtex, Bilka, Meny, Spar, Min Købmand, Løvbjerg and ABC lavpris

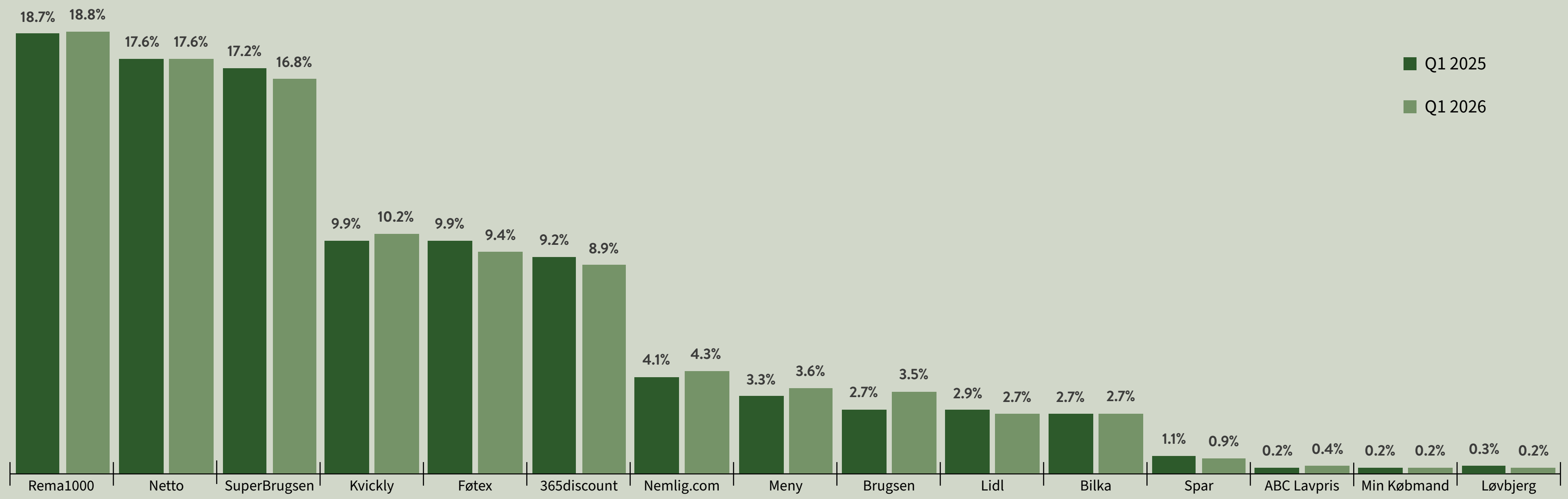
→ RETAIL CHAINS

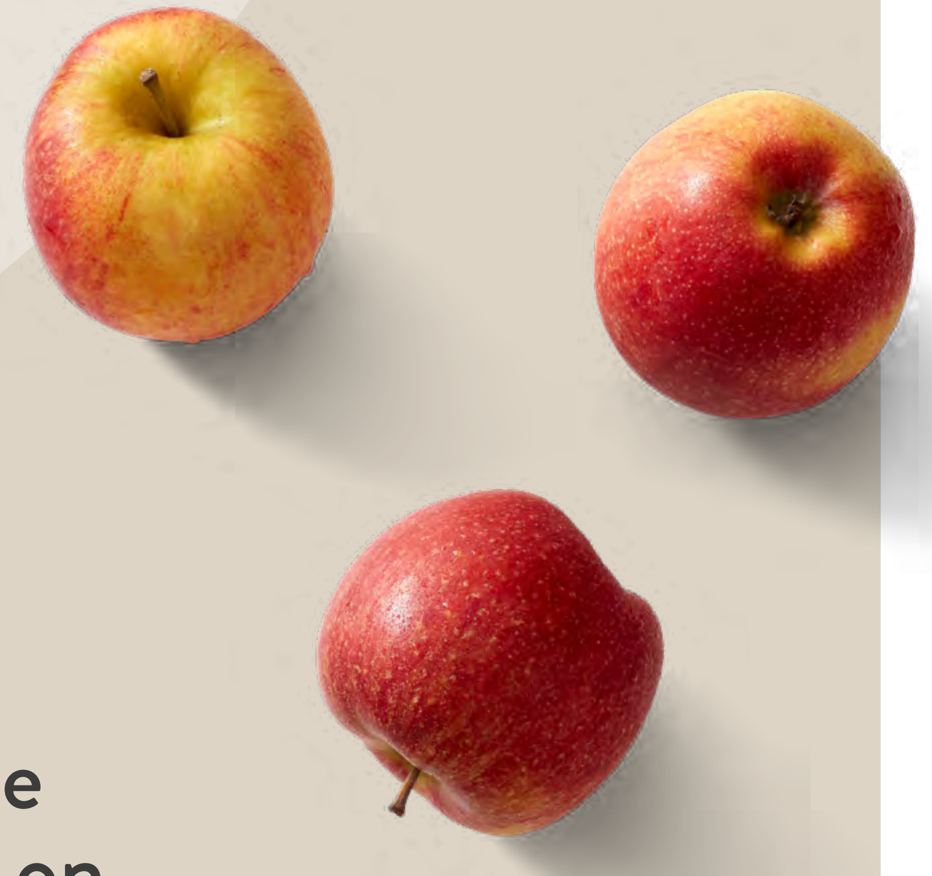
TOP 3 RETAIN THEIR MARKET SHARE

Rema 1000, Netto and SuperBrugsen once again took the top three spots for organic market share.

In the first quarter, however, the gap between the three chains grew compared to the same period in 2025. This is an interesting development, as their expansion with new stores, resulting from new openings and acquisitions, is expected to continue this year. Looking back slightly further at the full-year data for 2024 shows that Rema 1000 increased its organic market share from 17.5% to 18.8% in the first quarter of 2026, while the other two chains in the top three stayed at approximately the same level as the full-year data for 2024.

ORGANIC MARKET SHARE IN DANISH GROCERY CHAINS





> The entire value chain needs to relay to consumers what the organic narrative is all about - on the packaging, at the point of purchase and on social media.

BIRGITTE JØRGENSEN, MARKET DIRECTOR, RETAIL, ORGANIC DENMARK

→ RETAIL CHAINS

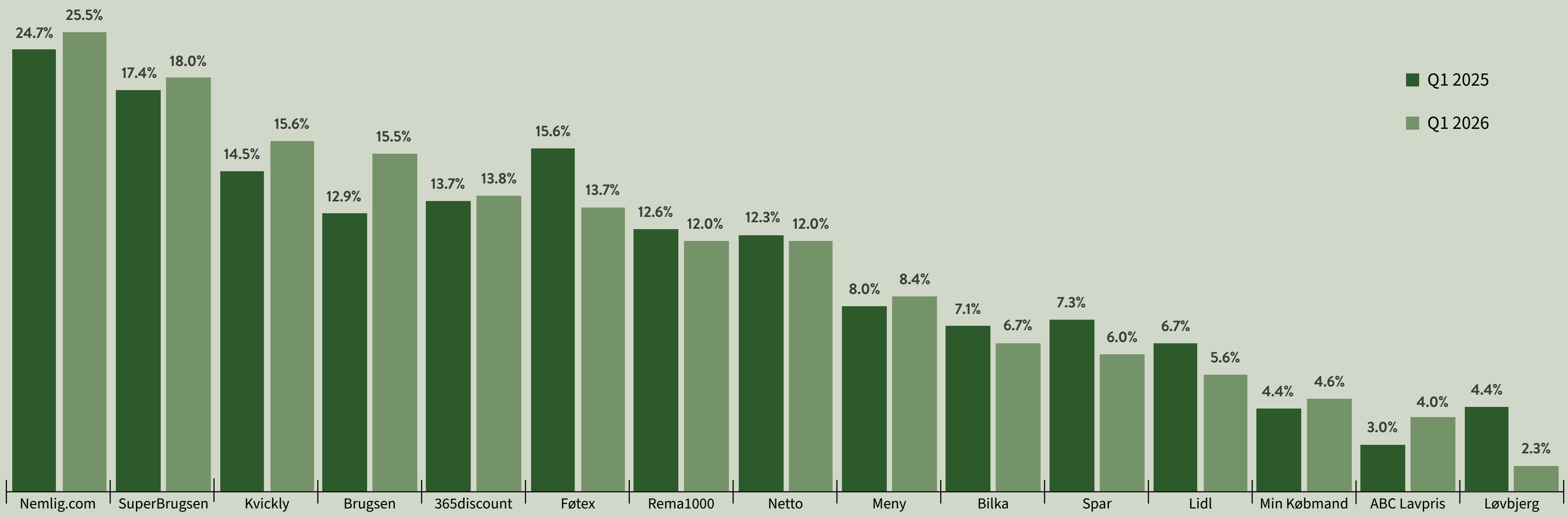
DEVELOPMENT IN RETAIL CHAINS' **ORGANIC SHARE**

Retail chains' organic share - i.e. how large their share of total food sales is organic - is always exciting to follow. The size of the share is calculated in value, which means that price increases may have an impact.

Nemlig.com has taken the lead as the most organic grocery store, beaten only by Aarstiderne, which is almost 100% organic. Coop's chains come next, where the Brugsen chain made an extraordinary start in the first quarter of 2026. Føtex seems to have lost ground - their customers have either pulled away from organic products or they have chosen to buy their organic items from other retail chains. Alma is currently not included in the analysis, which is based on Kauza's shopper data.

The development in this data is interesting to follow considering the greater focus on the development and marketing of the retail chains' organic private label ranges in 2024 and 2025. Data from the last quarter of 2025 indicates that the marketing pressure on private labels is easing, but with the ongoing price war in the market (May 2025), it is difficult to predict developments.

ORGANIC SHARE IN DANISH GROCERY CHAINS



MARKET AND CONSUMER DATA

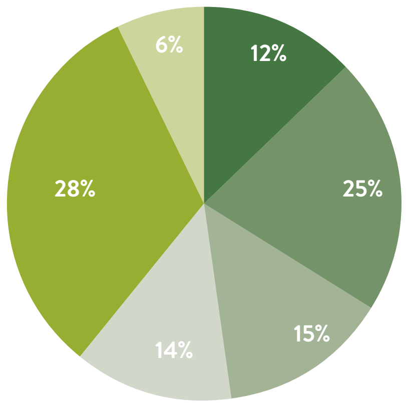
CONSUMERS

CONSUMER **HIGHLIGHTS**

The biggest barrier for consumers who buy **organic products "occasionally"** and "rarely/never" is clearly that organic food is "too expensive".

Consumer groups who buy organic products "occasionally" and "never/rarely" place greater emphasis on parameters such as "low price/ cheap" and "easy to prepare". **Loyal organic consumers** prioritise sustainability, organically produced and production considerations significantly higher than average (e.g. organic certification, animal welfare, climate, nature and water).

VALUE SHARE OF ORGANIC FOOD BY HOUSEHOLD TYPE



- Younger household without children (18-39 years)
- Families with younger children (<8 years)
- Families with older children (>8)
- Households without children (40-54)
- Older couples without children (>55 years, +2 p)
- Older singles without children (>55 years, 1 p)

MEDIUM AND LIGHT SHOPPERS ACCOUNT FOR

80% OF ALL DANISH HOUSEHOLDS

44% OF THE ORGANIC VALUE

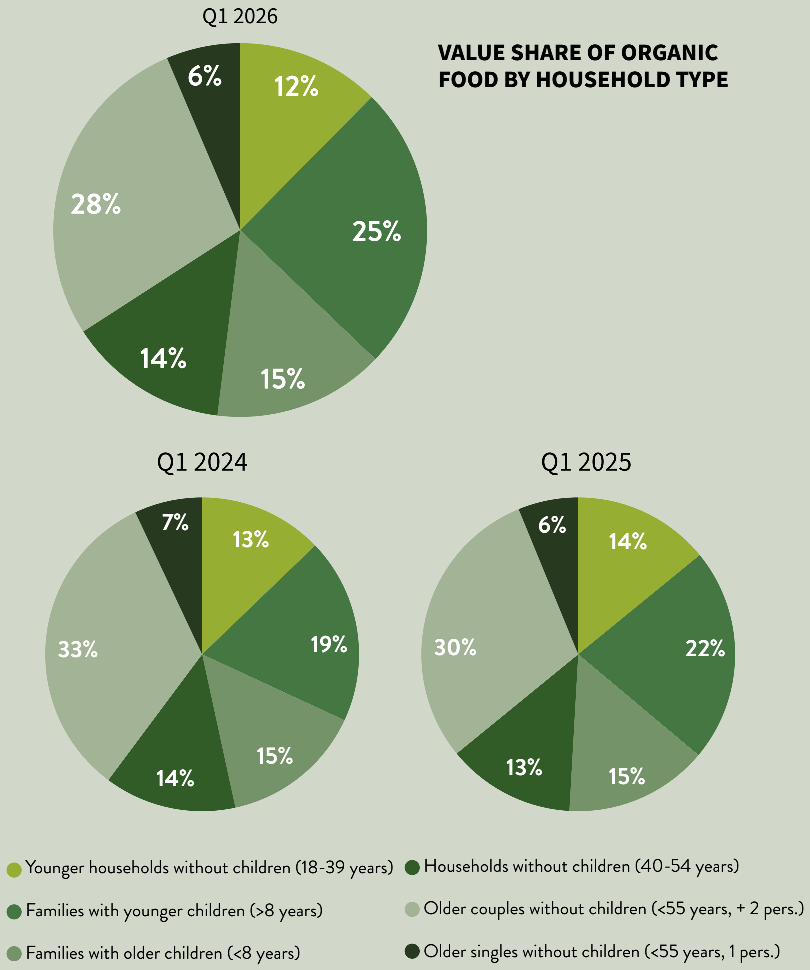
51% OF THE ORGANIC VOLUME

Across the segments, the use of "fewer pesticides" is given as the most important driver for buying organic food.

Source: Kauza Shopper Data

→ CONSUMERS

WHAT SHARE DOES EACH CONSUMER GROUP ACCOUNT FOR IN **TOTAL ORGANIC SALES**?



FAMILIES WITH CHILDREN ARE ONCE AGAIN INCREASING THEIR **ORGANIC SHARE**

Families with younger children are definitely back as organic consumers. In the first quarter of 2026, they are the household type with the highest organic share in their food consumption, and this share has increased compared to the first quarter of 2025. **Older couples without children,** on the other hand, have seen a slight decline in their organic share. Traditionally, these two groups are the household types that shop organic the most.

Despite the growth in the first quarter for families with children, older couples without children still account for the largest share of total organic sales.

This also applies to the full-year 2025, where older couples without children accounted for 29 per cent of organic sales in value terms and 25 per cent of organic retail sales in terms of volume.

However, there is a clear shift in the market from 2024 to 2026, in that families with younger children increased their share of total organic sales by no less than six percentage points.

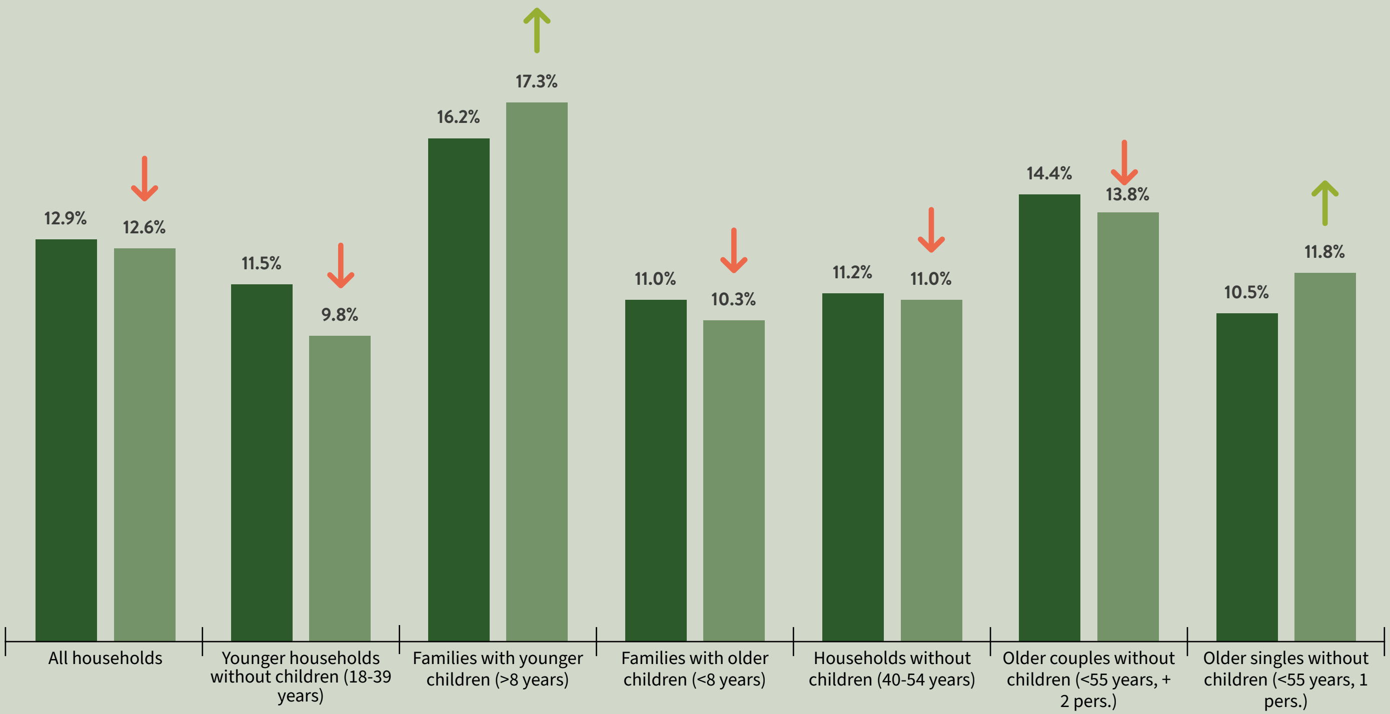
Surprisingly, it seems that the movement is attributable to older couples without children. This shows that the organic market share is not increasing, but that the shifts are taking place “internally” between the consumer groups.

The question is whether the fall in consumption among older couples without children can be attributed to the fact that a large number of item numbers have been discontinued from the range in recent years, which suggests consumers with more purchasing power.

→ CONSUMERS

WHAT IS THE ORGANIC SHARE FOR THE DIFFERENT **CONSUMER GROUPS?**

ORGANIC SHARE FOR HOUSEHOLD TYPES IN VALUE TERMS



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Who is the customer for your product? Families with children or older couples without children? There is a big difference in what they buy, so be aware of what is happening on the shelves and which customer groups the retail chains prioritise.

→ CONSUMERS

MORE CONSUMER GROUPS MUST **BUY ORGANIC PRODUCTS**, IF THE MARKET IS TO GROW

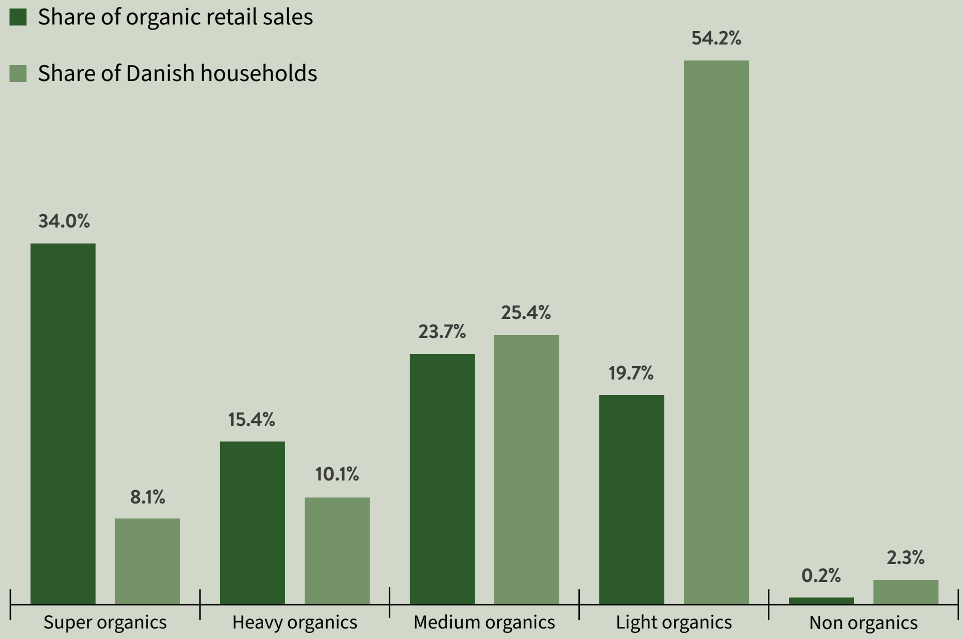
Super Organics - the group of consumers who spend more than 30 per cent of their food consumption on organic products - accounted for only eight per cent of consumers, but accounted for 34 per cent of organic sales in value terms and 32 per cent of volume in the first quarter of 2026.

This spread between super and heavy organics and the other consumer groups has remained relatively steady in recent years.

Increasing the organic market share requires more consumers to buy organic - not only consumers who see themselves as organic consumers, but also more medium and light shoppers. The light and medium shoppers together account for 80 per cent of all Danish households and account for 44 per cent of the purchase value, but a whole 51 per cent of the volume.

The challenge is that these shoppers do not see themselves as organic consumers and therefore do not necessarily use the Ø-label to guide them in their product selection. Instead, they are likely to shop based on several of the organic values, so these values should be much clearer at the point of purchase - both on the products and in the stores.

CONSUMER GROUPS' SHARE OF ORGANIC SALES AND SHARE OF DANISH HOUSEHOLDS Q1 2026



→ CONSUMERS

CONSUMER TYPES

SUPER ORGANICS
Covers over 30% of grocery purchases with organic products

HEAVY ORGANICS
Covers over 20-30% of grocery purchases with organic products

MEDIUM ORGANICS
Covers 10-20% of grocery purchases with organic products

LIGHT ORGANICS
Covers 1-10% of grocery purchases with organic products

NON ORGANICS
Covers 0-1% of grocery purchases with organic products

	FREQUENCY (ORGANIC FOODS)	CONSUMPTION (PER QUARTER)	CAMPAIGN SHARE IN VALUE TERMS (ORGANIC FOODS)	ORGANIC PRIVATE LABEL (SHARE OF ORGANIC PRODUCTS)	SHARE OF ORGANIC VOLUME
NON ORGANICS	35 TRIPS 9% of trips include organic products	DKK 3,742	16%	48%	0.3%
LIGHT ORGANICS	49 TRIPS 26% of trips include organic produce	DKK 7,404	19%	54%	23%
MEDIUM ORGANICS	49 TRIPS 46% of trips include organic produce	DKK 7,824	18%	52%	28%
HEAVY ORGANICS	44 TRIPS 59% of trips include organic produce	DKK 8,154	15%	56%	18%
SUPER ORGANICS	52 TRIPS 75% of trips include organic produce	DKK 10,135	17%	54%	32%

PURCHASING PARAMETERS, DRIVERS FOR AND BARRIERS TO **BUYING ORGANIC**

Rybner's analysis clearly shows how consumers have different priorities when shopping for groceries.

It is primarily the consumers who say they always or often buy organic, who also say that organic labelling is an important purchasing parameter - namely 49 per cent. The same consumer group states that fewer pesticides and additives as well as better animal welfare and clean water are drivers for buying organic food.

It is not surprising that taste, freshness, price and convenience have relatively high priority among all consumer groups, although these factors are particularly prioritised by groups who do not consider themselves to be organic consumers.

By far the biggest barrier to higher sales of organic food is still price. If we want more consumers to choose organic products, the added value of these products must be clearly communicated - but in an updated way so that younger consumers also feel involved.

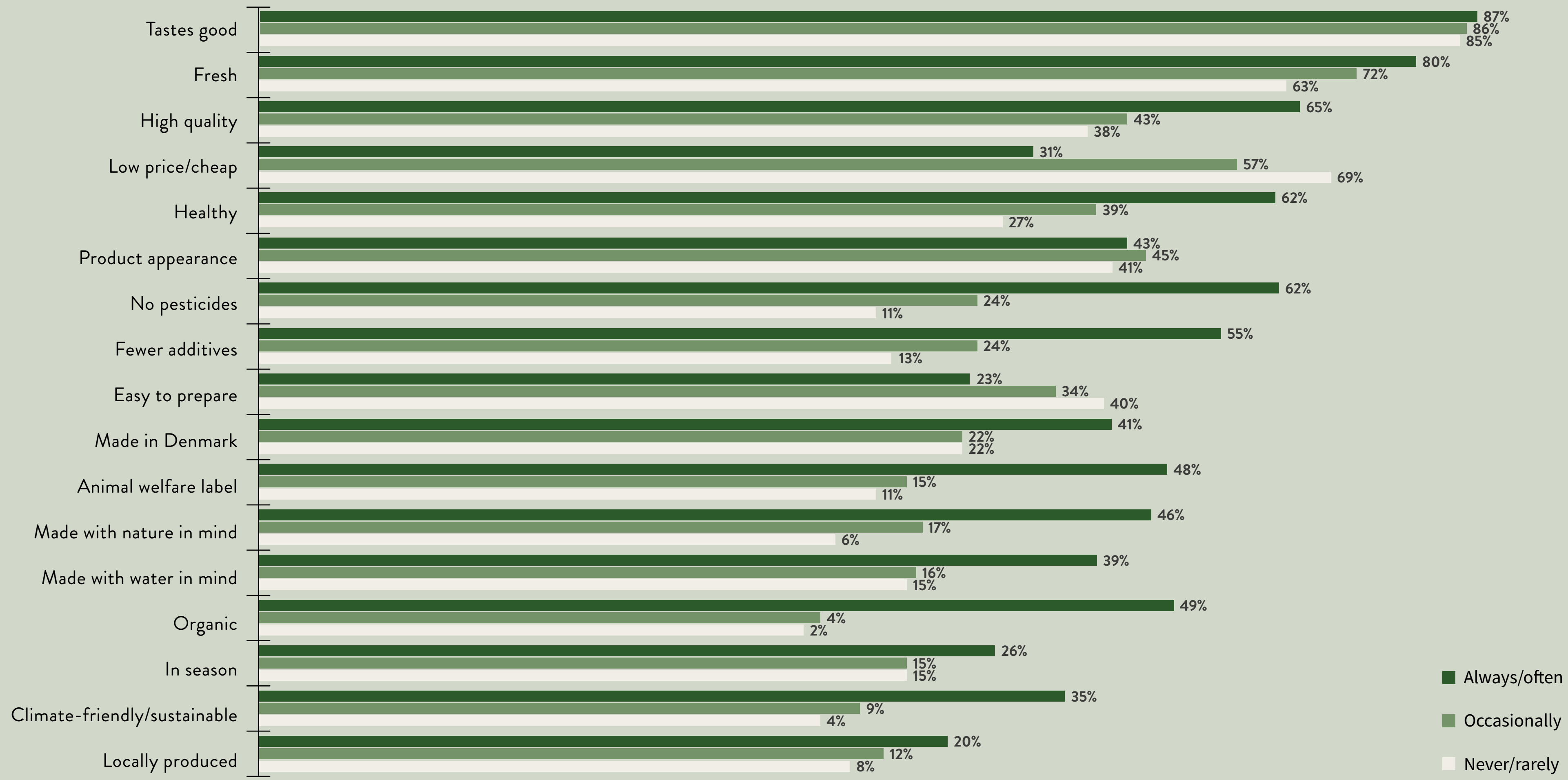
The consumer insights come from Rybner Analyse, prepared for Organic Denmark in November 2025.

If you would like more insights into the criteria consumers use in their selection and what they prioritise when buying food, please contact us.

→ CONSUMERS

SELECTION CRITERIA WHEN SHOPPING FOR GROCERIES (ORGANIC SEGMENTS, “HIGH IMPORTANCE” SHARE)

Question: How important are these factors when you shop for groceries?

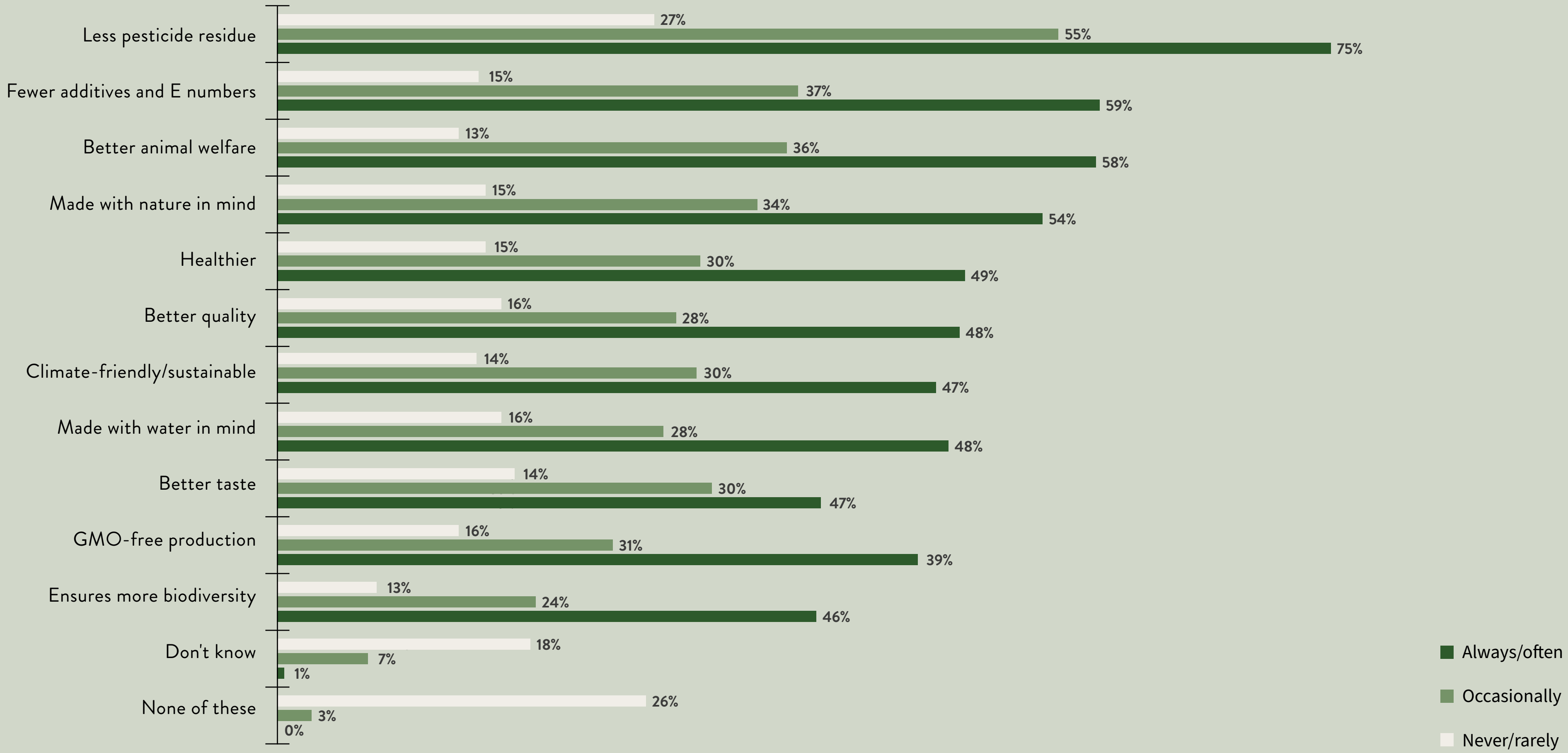


Source: Rybner Analyse

→ CONSUMERS

DRIVERS FOR BUYING ORGANIC FOOD (ORGANIC SEGMENTS)

Question: What messages about organic products are most relevant to you personally/make you want to buy organic?

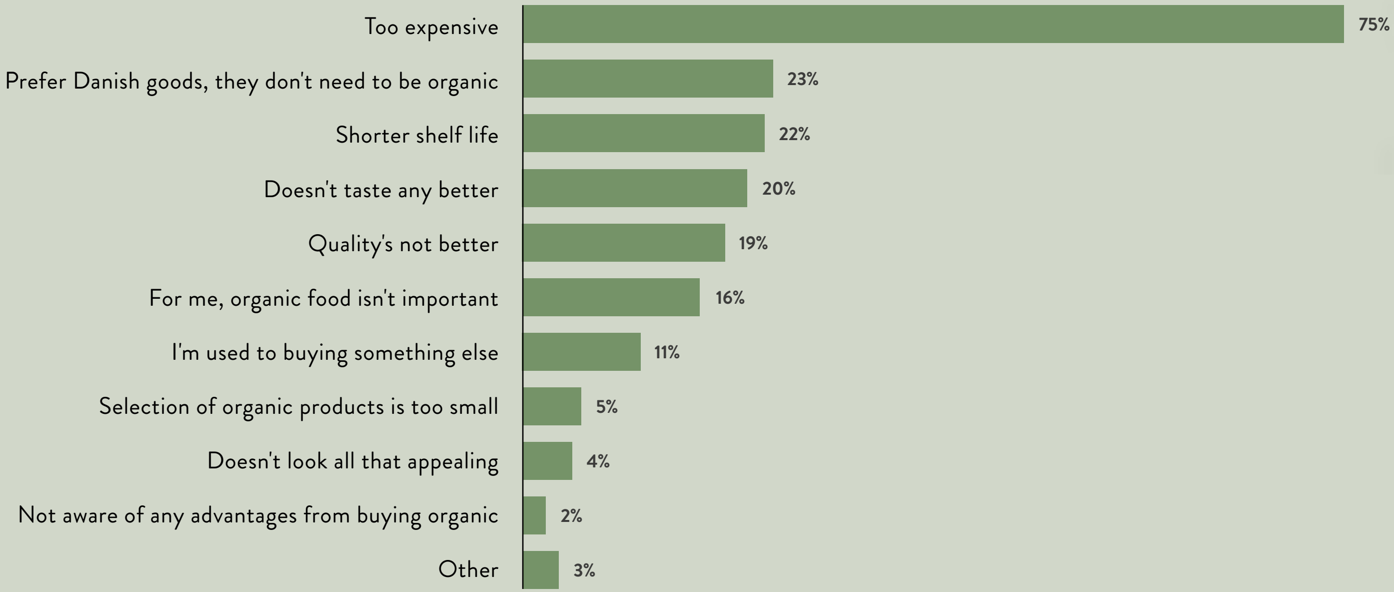


Source: Rybner Analyse

→ CONSUMERS

BARRIERS TO BUYING ORGANIC FOOD (ORGANIC PRODUCTS PURCHASED OCCASIONALLY, RARELY, NEVER)

Question: Why don't you buy organic goods?



Source: Rybner Analyse

A GREEN HORIZON FOR THE ORGANIC SECTOR

MARKET OUTLOOK

Which way are organic consumers going and what motivations are shaping the shift. The following pages set out how Kirsten Poulsen from Firstmove sees the opportunities for and barriers to growth in the organic sector.

For many, buying organic produce is not a choice. It's the foundation for a future where life, health, finances, culture and unity are inextricably linked. If we choose to follow the light, organic will not just be a label of the past. But the meaning of the future.

KIRSTEN POULSEN, FUTUROLOGIST AND FOUNDER OF FIRSTMOVE

→ MARKET OUTLOOK

A GREEN HORIZON FOR THE ORGANIC SECTOR

BIRGITTE JØRGENSEN
MARKET DIRECTOR, RETAIL, ORGANIC DENMARK

THE ORGANIC SECTOR IS AT A CROSSROADS

Some people believe we need to shake it up and make the organic choice popular again.

On the following pages, Kirsten Poulsen provides insights into the views of first-mover consumers on organic products, and how there has been talk of a renewal in organic practices in recent years.

So let's turn this knowledge into expanding market share, so we can move from an organic niche to an organic must-have.

Enjoy your reading!

The organic sector is at a crossroads. From label to meaning. From past battles to future solutions. The article describes a green horizon for the organic sector and how it can transform from a consumer logo to a compass for future health, life and regeneration.

The organic choice is a success. But also a challenge
Organic has come a long way. From small, idealistic brands in the 70s. To supermarket shelves, export and political strategies today. From activism to administration. From pioneers to professionals. From the alternative to the accepted. And from those who pull away to those who come on board.

In just a few decades, the organic choice has gone from niche to must-have. It has won the fight for the heart. But still not the horizon. In its victory, the organic offering has also become weak. Today, it is primarily a consumer choice. A label on a milk carton. A shelf in the supermarket. A green barcode on the global trading platform. A 'right' choice. But still a simple choice. Determined by market, price and competition.

However, the organic purchase is a lot more than that. It's the language of the future for how we live.

For how we understand value. And for how we rebuild what we've lost.

This is where Firstmove looks to a green horizon, focusing on basic organic philosophy, which goes far beyond a product. Another marketing gimmick. But as a perspective. A framework for the future. And a value in itself.

The firstmovers remain loyal to organic. Even when growth has stagnated. It's in their hearts.

→ MARKET OUTLOOK

> If we were to use the values as a compass, the organic option can become what it has always been on the road to being: A must-have.

KIRSTEN POULSEN, FIRSTMOVE

ABOUT FIRSTMOVE

Firstmove is Denmark's leading futurology company.

It's the only one in the country that works with an evidence-based methodology that links firstmovers' behaviour to valid and documented insights.
The company has been around for 25 years and has repeatedly proved its analyses right - long before the trends become mainstream.
Firstmove thus provides a unique basis for understanding the patterns, needs and values of the future and gives organisations and companies a head start on what lies ahead.

- Evidence for the future
- Valid, valuable insights ahead of time
- 25 years of proving the future
- The future made now

It's what they do. Because they know that the organic choice is not just a battle of the past.

It's a chance for the future. No, it's the solution.
Therefore, organic practices in this article are presented through Firstmove's values. As a compass moving forward from sustainability to regeneration. And from the battle of the past to the best chance for the future.

From label to meaning
The organic approach must be freed from its role as a consumer logo. It's not just about what we put in the basket. It's about how we see the world. The Ø-label is Denmark's strongest. But its strength is not in the certificate. It's in its meaning. For everyone. Therefore, organic will evolve from label to meaning. From certificate to circular thinking. And from 'what I buy' to 'what I create'. Since it's a powerful tool for survival.

→

THE VALUE PERSPECTIVE OF ORGANIC PRODUCE - **15 PATHS TO THE FUTURE**

The following 15 paths are based on insights from firstmovers. They look for and demand something new in organic produce as a value. And lifestyle. Here, their preferences, habits and dreams show where the organic market is heading. And what will define its future evolution.

1 TIME LOST → **TODAY'S PITFALLS**

Organic must not sit back on old victories. If it only fights the same battles, it will end up like a museum. An organic future is about vision, not nostalgia. Setting new progressive goals, not looking behind. In other words, moving from reactive to being far more visionary.

2 INTENSITY → **WHOLENESS**

Organic is more than rejecting chemistry. It's a yes to wholeness. For life. A new wealth where earth, life and people are inextricably linked. The horizon is not about less, but about better. When we make the organic choice, we choose a new understanding of value.

3 NEW SHOOTS → **CONTINUOUS RENEWAL**

The organic market must keep on reinventing itself. As new values evolve. It's not about digitising a label. It's about new ways of cultivating, sharing and designing food, materials and lifestyles.

4 SOLITUDE → **COMMUNITY**

The organic choice is strongest when it connects. Producer and consumer. Rural and urban. Man and nature. Politicians and the people. The organic choice must build collaboration, not solo projects. It'is only as a community that it really becomes a movement.

5 ORIGIN → **THE EARTH AS A FOUNDATION**

Organic reminds us of where we come from. That Mother Earth is not a source of resources. It is our first and last infrastructure. The energy of the future. Health. Life. Cultivating the land with respect is not retro. It is the most advanced technology of the time, of the future.

6 HONESTY → **RADICAL TRANSPARENCY**

Organic produce, if anything, must stand for radical honesty. Even where it doesn't deliver. Trust is built on total clarity. Not on a green veneer. People want to see the whole picture: Carbon, biodiversity, impact and healing.

7 ALTRUISM → OUT OF THE BUBBLE

The organic market shouldn't just speak to the already converted. Otherwise, it will end up in a bubble. It must be a shared language embracing everyone. Otherwise, it just remains an elite club card.

8 HEALTH RIGHTS → HEALTH AS A LIFE VALUE

Organic is not luxury. It is health. Well-being. Quality of life. For everyone. Including those with the fewest resources.

9 LOCALISED → REGIONAL STRENGTH

Organic is not the same everywhere. It must be adapted to regions, cultures and needs. Only then does it become really strong. And fully integrated.

10 PHYSICALISM → REAL RELATIONS

Organic must not be reduced to a label on a shelf. It has to be experienced. In meetings between people. In communities. In the soil under your nails.

11 IMMEDIATE → FLEXIBILITY

The organic offering must not be stifled in systems. It must follow life. Right where life is lived. Regardless of time and coordinates. Regardless of season. It needs to be agile, experimental, adaptable. Only then is it kept relevant.

12 DOCUMENTATION → EVIDENCE

The organic choice must be based on evidence. Not just feelings, beliefs, attitudes and political moods. It is backed up by data and science. And credibility.

13 BIOCENTRISM → NATURE AT ITS CORE

Organic food is about life. Everything living has value. Profit is secondary. Because without living soil, water and biodiversity, there's no economy. And no quality of life either.

14 DECADENCE → IS TIED TO ABUNDANCE

Organic produce must challenge consumer culture. No to abundance. No to overproduction. And especially no to greed. Yes to meaning. Yes to goals. You're not depriving yourself. You're freeing yourself. And it feels absolutely right.

15 THE FUTURE & THE POWER OF CREATION → REGENERATION

Organic produce must take a quantum leap. From sustainability to regeneration. From conservation to reconstruction. From niche to life's infrastructure. From minimising harm to maximising life. It must be integrated into new food systems and healthcare solutions that grow directly from the soil. The organic choice can be the lighthouse. If everyone acts and takes the step. It’s not a nostalgic look back. It's a real driver of innovation.

From niche to must-have

The green horizon is out there. Far ahead of us. It shows us that organic food is not just a product. It's a road. That shines not just for an individual's belief. It shines for the survival of us all. For many, buying organic produce is not a choice. It's the foundation for a future where life, health, finances, culture and unity are inextricably linked. If we choose to follow the light, organic will not just be a label of the past. But the meaning of the future.

Conclusion

Organic produce is much more than a labelling scheme. It's a range of values. A language of the future.

A chance to reconnect nature, people and systems. If we were to use the values as a compass, the organic option can become what it has always been on the road to being:
A must-have.

KEY TO THE NARRATIVE

TIME LOST From past battles to future solutions
INTENSITY More than just a no or a yes. A yes to life
NEW SHOOTS The organic option must be constantly reinvented
SOLITUDE From solo to joined forces
ORIGIN Nature as a foundation. No raw material
HONESTY Show everything. Even those lagging behind
ALTRUISM Out of the bubble. Into the community
HEALTH RIGHTS Well-being and quality of life for all
LOCALISED The organic offering adapted to region and culture
PHYSICALISM The organic offering must be experienced, not just bought
IMMEDIATE FLEXIBILITY OVER SYSTEM RIGIDITY
DOCUMENTATION KNOWLEDGE AND DATA STRENGTHEN CREDIBILITY
BIOCENTRISM Everything living has value
DECADENCE Farewell to abundance, yes to meaning
FUTURE & CREATIVITY From sustainability to regeneration

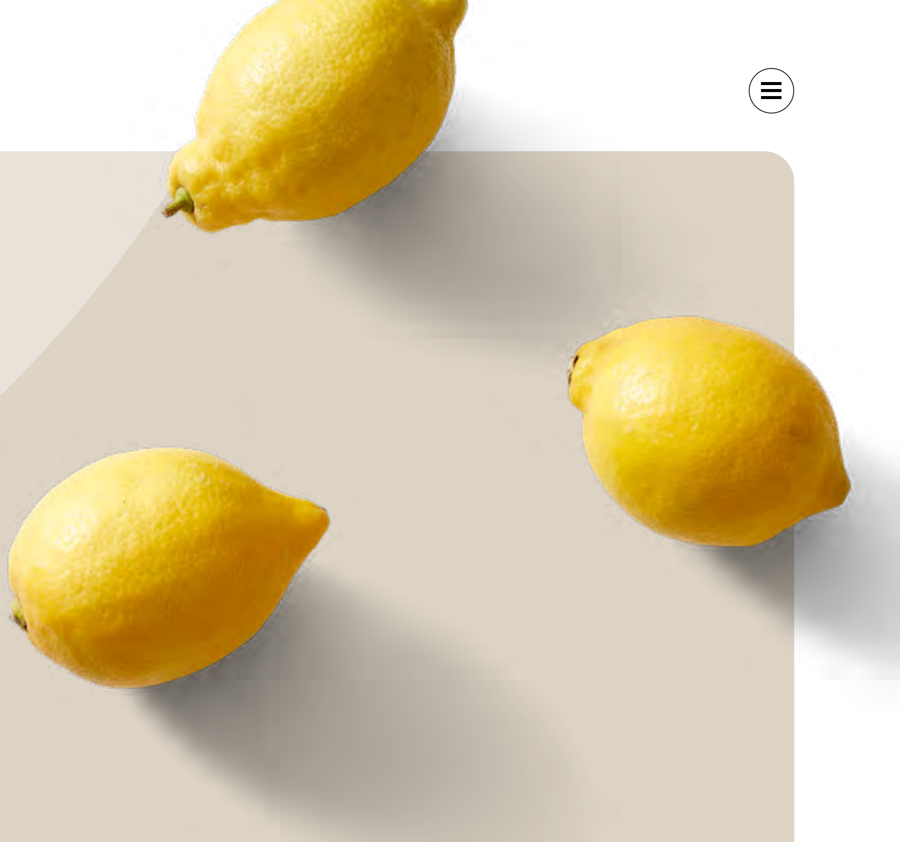
ABOUT KIRSTEN POULSEN

KIRSTEN POULSEN
FIRSTMOVE

Kirsten Østergaard Poulsen is the founder and CEO of Firstmove - the company's strategic driving force and professional foundation.

With roots in the advertising industry and an academic background such as an MSc in International Marketing and a BA in Psychology, she has been at the forefront of future studies for more than 25 years.
Here, she has refined and further developed classical theory and methods from Rogers and Tarde, among others, and translated them into practice.

She has done what no one else has: Translated firstmovers' behaviour into valid, evidence-based insights, documenting it before the trends became mainstream. Insights that have once again turned into strong value strategies and concepts for a number of Denmark's leading companies.
She has prompted comments such as "her insights hit the spot", "she has an annoyingly high hit rate", "she went from talking about organic practices to creating action" and "she is known for combining science and vision in reality's possibilities and sharpening her gaze where others don't yet see". A testament to how she not only predicts, but also activates the future.



> The organic choice is strongest when it connects. Producer and consumer. Rural and urban. Man and nature. Politicians and the people. The organic choice must build collaboration, not solo projects. It'is only as a community that it really becomes a movement.

KIRSTEN POULSEN, FUTUROLOGIST AND FOUNDER OF FIRSTMOVE

→ LINKS
→ MEET THE RETAIL TEAM

MORE KNOWLEDGE AND INSPIRATION

Want to find out more and keep up to date? Here you can find opportunities for more knowledge and inspiration, and how you can follow developments.

→ MORE KNOWLEDGE AND INSPIRATION

LINKS

Here you can find selected websites and materials to help you dive deeper into the statistics, rules and inspiration around organic products.

STATISTICS AND MARKET DATA

Retail trade
> statistikbanken.dk/oeko3

Organic farmland:
> statistikbanken.dk/oeko11

Organic livestock:
> statistikbanken.dk/oeko2

Organic farms:
> lbst.dk/bedrift/oekologi

LABELLING AND REGULATIONS

Organic labelling and marking:
> foedevarestyrelsen.dk

The Ø-label and the marketing Ø-label:
> foedevarestyrelsen.dk

INSPIRATION AND MATERIALS

Toolbox with reports and organic messages (DK)
> www.okologi.dk

Toolbox with reports and organic messages (EN)
> www.organicdenmark.com

A world of recipes with organic ideas
> www.iloveoko.dk

MEET THE **RETAIL TEAM**

The retail team at Organic Denmark is paving the way for greater awareness of the market potential and benefits of organic products among companies and decision-makers in the retail trade.

We have robust insights into the entire grocery value chain and are happy to share our knowledge and experience.

So get in touch if you need the latest market knowledge, have questions or just want to chat about organic products - we're always ready to talk.

BIRGITTE JØRGENSEN
MARKETING DIRECTOR, RETAIL

Areas of expertise: Knowledge, strategy and advice for companies and the retail trade

Chain Manager for: SuperBrugsen/ Kvickly, Brugsen, 365discount, Føtex, Bilka, Netto, Lidl and Wolt Marked

+45 24 34 90 49
bij@okologi.dk

PETER RASMUSSEN
BUSINESS DEVELOPMENT MANAGER

Areas of expertise: Knowledge, strategy and advice for companies and the retail trade

Chain Manager for: Rema; Løvbjerg, Meny, Min Købmand, Spar and Nemlig.com

+45 30 55 91 02
pra@okologi.dk

ANNE SNOG FOLMANN
PROJECT MANAGER AND PROJECT COORDINATOR

Areas of expertise: Consumer-oriented campaigns and communication

+45 40 86 80 47
asf@okologi.dk

SIGRID SOELBERG VESTERGAARD
PROJECT MANAGER AND PROJECT CONSULTANT

Areas of expertise: Strategic management and communication

+45 20 85 68 47
ssv@okologi.dk

MILLE GISSEL LAURSEN
PROJECT COORDINATOR

Areas of expertise: Process Management and Communication

+45 61 97 49 14
mgi@okologi.dk

THANK YOU FOR WORKING WITH US TO PAVE THE WAY FOR MORE AND BETTER ORGANIC PRODUCE

Organic Denmark's work involves developing and disseminating organic solutions across the entire value chain - from farm to table. The organisation supports the collaboration between farmers, companies, retail chains and kitchens, and promotes sustainable food production, focusing on the environment, animal welfare and health.

Organic Denmark
Agro Food Park 26
8200 Aarhus N, Denmark

CBR 13038139
+45 87 32 27 00
info@okologi.dk

www.okologi.dk

ORGANIC DENMARK