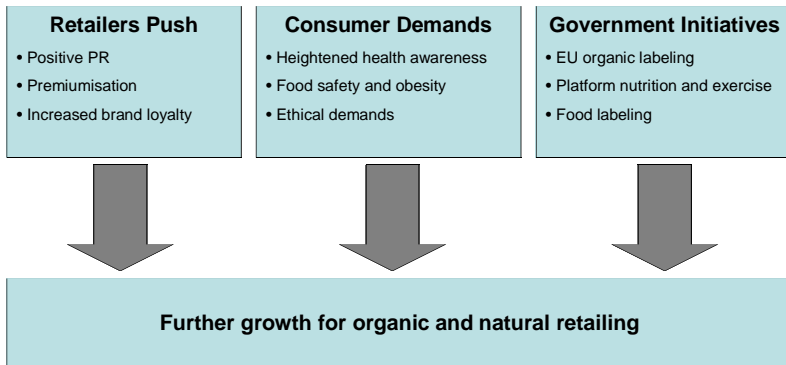


# Organic and Natural Retailing in the UK, US and Germany

Buoyant sector awaits the European arrival of Whole Foods Market

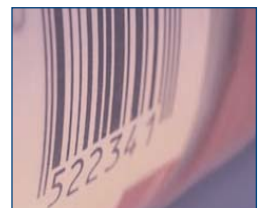
Sector Brief - Published March 2007

## Growth drivers in natural & organic retailing



Source: Organic and Natural Retailing in the UK, US and Germany

“Organic & natural retailing is and will continue to be a major growth opportunity for food retailers. On the one hand consumers are demanding ‘greener’ supermarkets and on the other retailer initiatives provide a further push. Contributing to both of these are initiatives from governments as they pursue their environmental and public health agendas...”



## About Verdict Research...

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Verdict Research has been producing independent retail analysis and comment on the UK retail marketplace for well over 20 years and is regarded as a key source by BBC, ITV and the leading broadsheets including, the FT, Times, Independent and Daily Telegraph. Many leading trade publications also frequently refer to Verdict's opinion and research including Retail Week, DIY Week, Cabinet Maker and The Grocer.

### Products and services include:

- **European Retailing Reports**
  - European Clothing Retailing
  - European DIY Retailing
  - European Electricals Retailing
  - European Furniture Retailing
  - European Grocery Retailing
- **UK Sector Reports**
  - Accessories
  - Childrenswear
  - DIY and Gardening
  - Department Stores
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  - Health and Beauty
  - Homewares
  - Menswear
  - Pharmacy
  - Value Clothing
  - Womenswear
- **Location and Channel Reports**
  - e-Retail
  - Mail Order Retailing
  - Neighbourhood Retailing
  - Out of Town Retailing
  - Town Centre Retailing
- **Retail Futures**
  - Quarterly Forecasts to 2009
  - Annual Forecasts to 2011
- **Retail News & Comment**

## Organic and Natural Retailing in the UK, US and Germany

**PAGES: 25 FIGURES: 5 TABLES: 12**

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Organics is big business, as organic food has left its niche and gone mainstream. The European market was worth around €25bn in 2006, and has been growing in the high double digit figures since 2001. Germany leads the way in the development of an organic retail sector, while in absolute terms the US market size is by far the biggest. With buoyant future growth the market will become hotly contested as non-specialists are ramping up their offer.

New market entrant Whole Foods Market hopes to differentiate itself from other organic specialists by focusing on highly aspirational store environments, high quality food and superior customer service. An extensive analysis of this highly significant, yet relatively unknown entrant into the grocery sector will help retailers to gain a better understanding of Whole Foods Market's operations and its potential impact on the market.

**Organic and Natural Retailing in the UK, US and Germany** is a new brief published by Verdict that includes a unique insight and exploration into Whole Food Market's proposition – through communication with the retailer and from analyst store visits. It examines the retailer's strategic ambitions and critically assesses store formats, customer service and product offer ahead of its June London debut.

**Benchmark the performance of the US, UK and Germany organic and natural food market and its key players and understand the key issues and drivers of the market and the strategies needed to succeed with this new report.**

### Retailers profiled in this report:

Whole Foods Market  
Tegut

### Key retailer data in this report:

Sales  
Number of stores  
Space  
Operating income  
Operating margin  
Average store size