

# THE CANADIAN ORGANIC MARKET REPORT 2024

The Canada Organic Trade Association is releasing the fourth edition of its Canadian organic market study. This report provides new insights based on December 2023 Nielsen statistics, showcases the growth of product categories, where organic is being sold and historical trend data.

## INCLUDED IN THE REPORT

### CANADIAN SALES DATA

- Overview of sales breakdown by category
- Top-selling organic food product categories
- An analysis of how inflation has affected organic sales by category
- Market share comparative data to non-organic product equivalents. An outline of products that are garnering a premium vs. organic products that are not (or are less expensive than non-organic)
- Analysis of retail channels for organic sales including a deep dive into farmers' markets

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