



# Sustainable food industry

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SUSTAINABLE FOOD INDUSTRY

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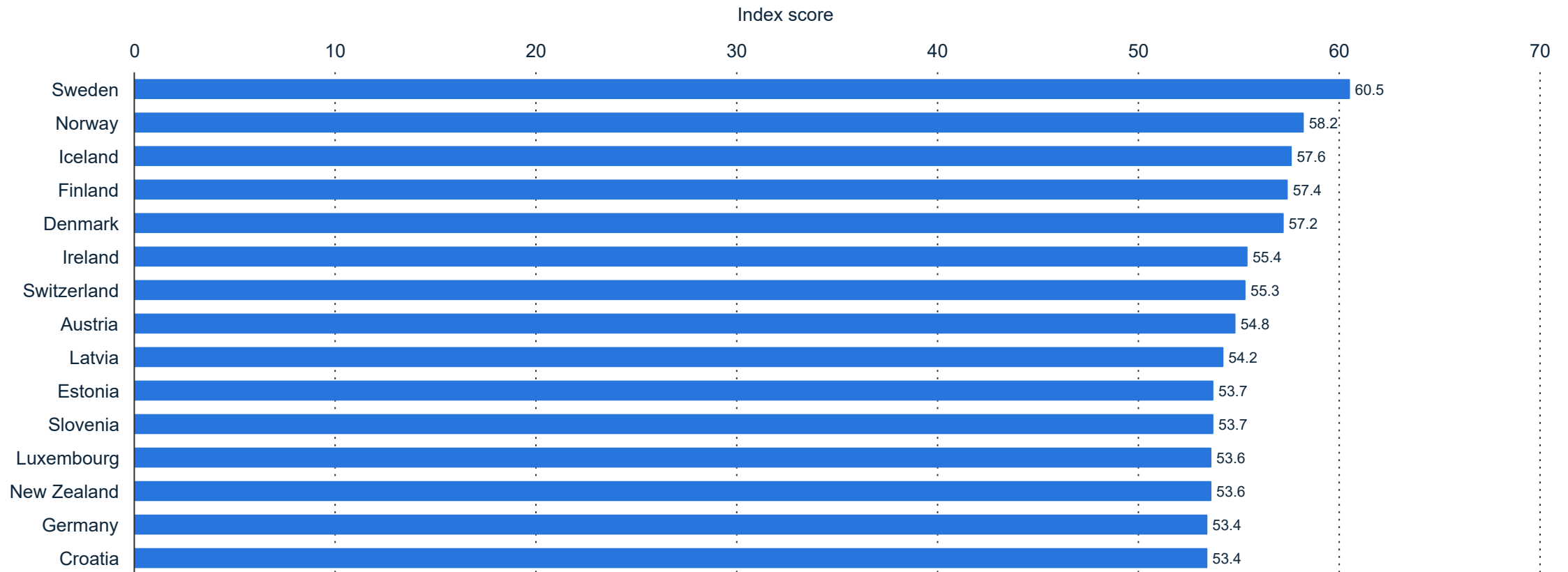
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SUSTAINABLE FOOD INDUSTRY

# Overview

# Leading countries based on the Sustainable Competitiveness ranking 2017\*

Country ranking based on the Sustainable Competitiveness Index 2017



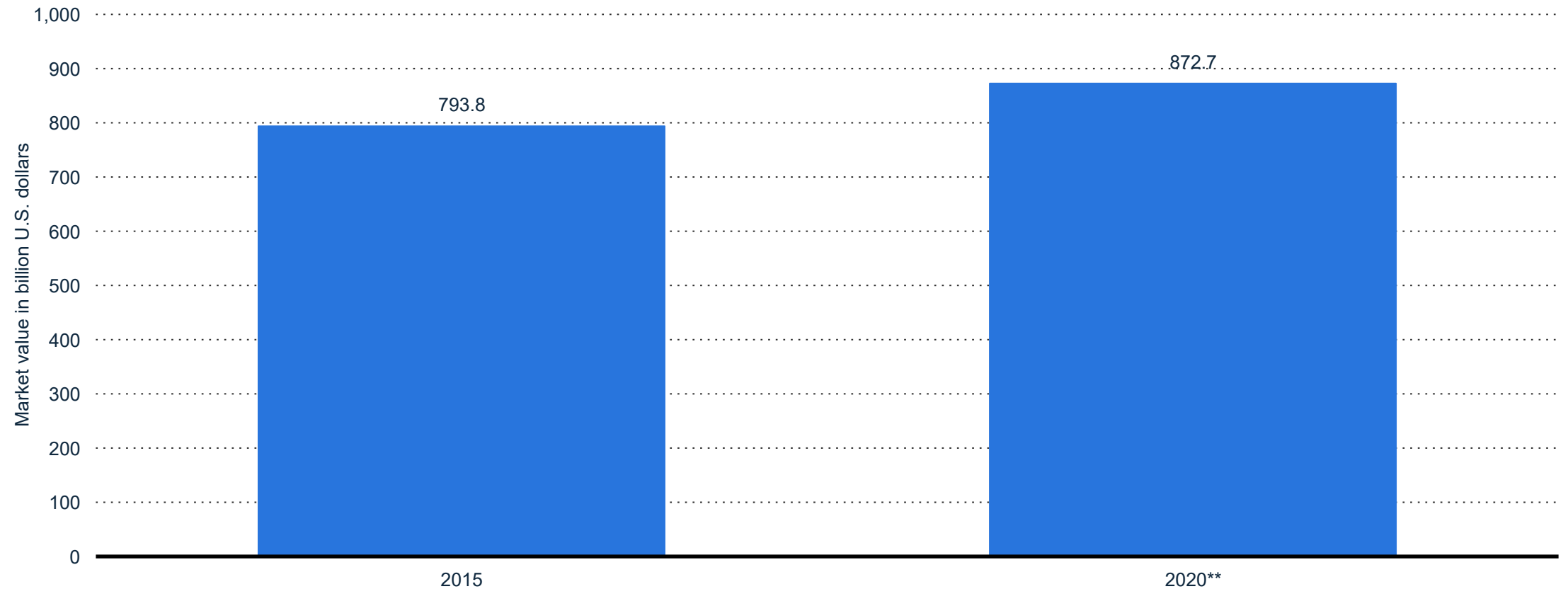
Note(s): Worldwide; 2017

Further information regarding this statistic can be found on [page 36](#).

Source(s): SolAbility; [ID 664994](#)

# Market value of ethically labeled packaged food, soft drinks and hot drinks worldwide in 2015 and 2020 (in billion U.S. dollars)

Global market value of ethically labeled food products 2015/2020



**Note(s):** Worldwide; 2015

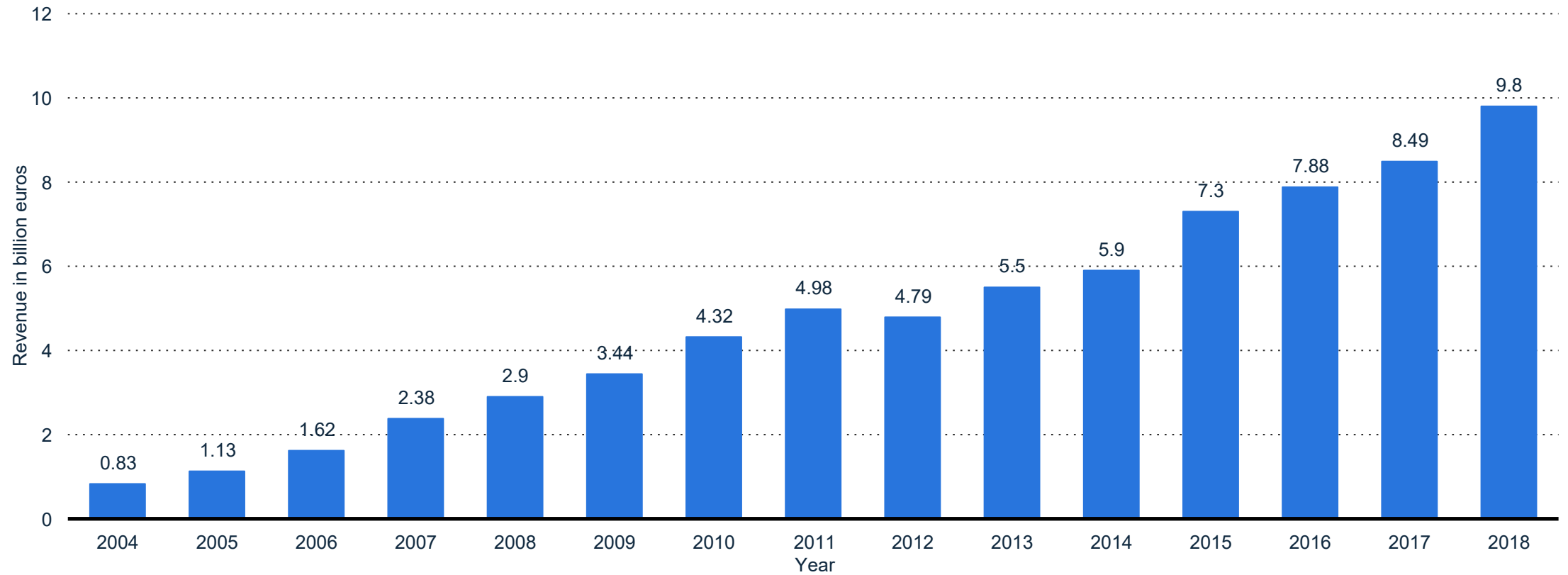
Further information regarding this statistic can be found on [page 37](#).

**Source(s):** Website ([newschannel10.com](http://newschannel10.com)); Euromonitor; [ID 562878](#)



# Revenue of Fairtrade International products worldwide from 2004 to 2018 (in billion euros)\*

Revenue of Fairtrade International products worldwide 2004-2018



Note(s): Worldwide; 2004 to 2018


Further information regarding this statistic can be found on [page 38](#).

Source(s): Fairtrade International; [ID 271354](#)

# Leading U.S. states based on environmental quality, eco-friendly behavior, and climate change contributions as of 2019

Greenest U.S. states ranked 2019



 **Cropped Version**  
Double click to open excel file with complete data

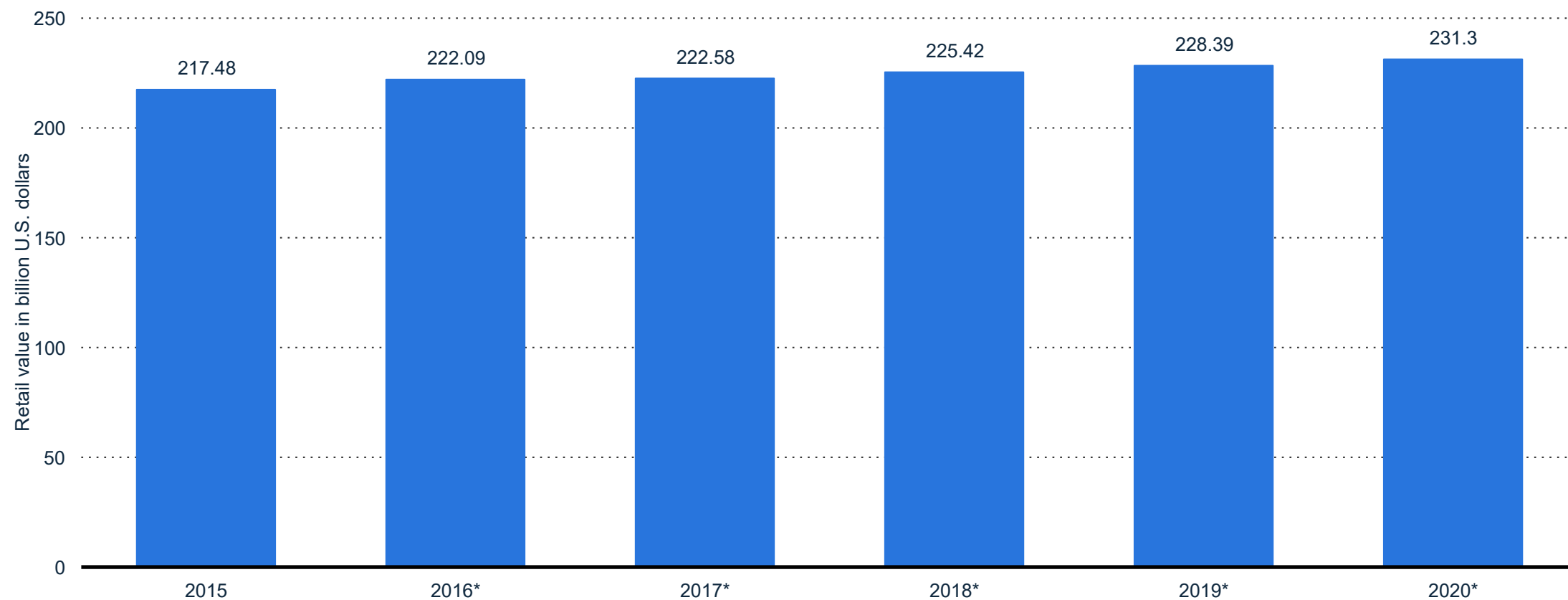
**Note(s):** United States; 2019

Further information regarding this statistic can be found on [page 39](#).

**Source(s):** WalletHub; [ID 539065](#)

# Retail value of food and beverage products with an ethical label in the United States from 2015 to 2020 (in billion U.S. dollars)

U.S. retail value of food and beverage products with an ethical label 2015-2020



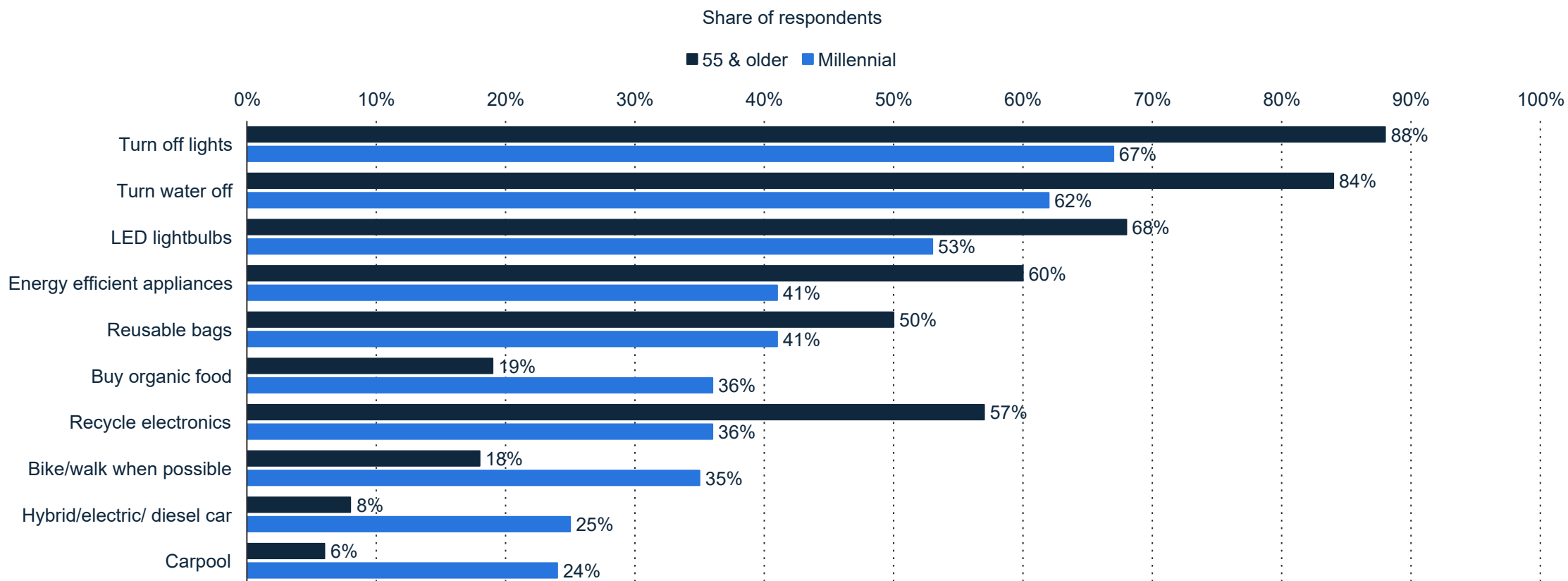
Note(s): United States; 2015

Further information regarding this statistic can be found on [page 40](#).

Source(s): FoodNavigator-USA.com; [ID 562745](#)

# Likelihood to take eco-friendly actions among U.S. adults as of March 2016, by generation

U.S. adults views on sustainable actions by generation 2016



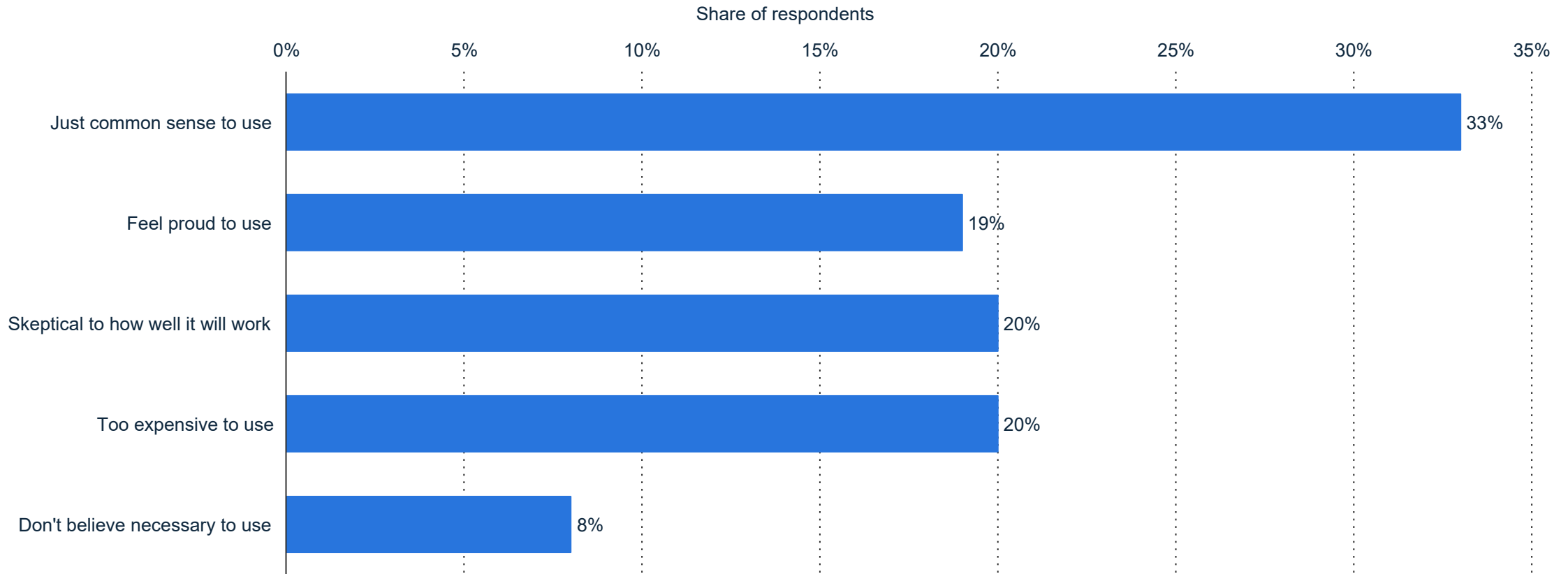
Note(s): United States; March 21-23, 2016; 18 years and older; 1,009 respondents

Further information regarding this statistic can be found on [page 41](#).

Source(s): Ipsos; ID 551177

# Opinion on eco-friendly goods and services among U.S. adults as of March 2016

U.S. adults views on sustainable goods and services 2016



**Note(s):** United States; March 21-23, 2016; 18 years and older; 1,009 respondents

Further information regarding this statistic can be found on [page 42](#).

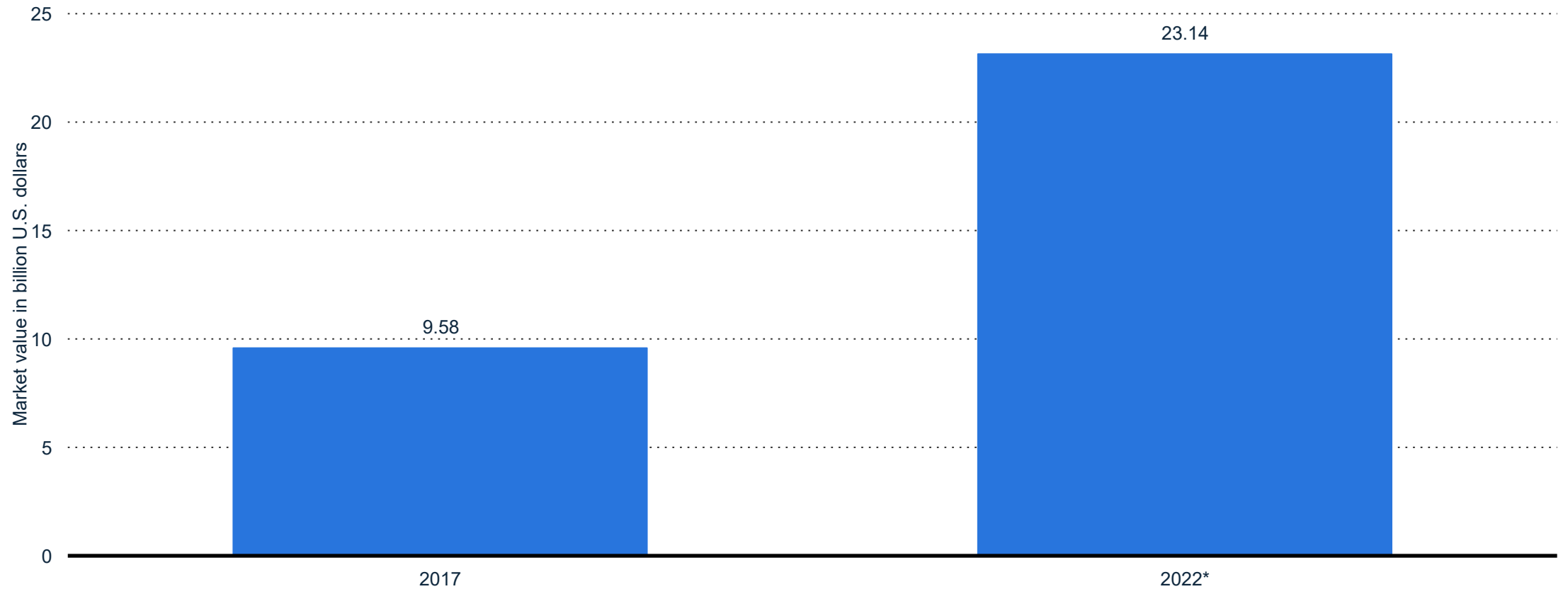
**Source(s):** Ipsos; [ID 551205](#)

SUSTAINABLE FOOD INDUSTRY

# Sustainable agriculture

# Forecast market value of smart agriculture worldwide in 2017 and 2022 (in billion U.S. dollars)

Global market size of smart farming 2017-2022



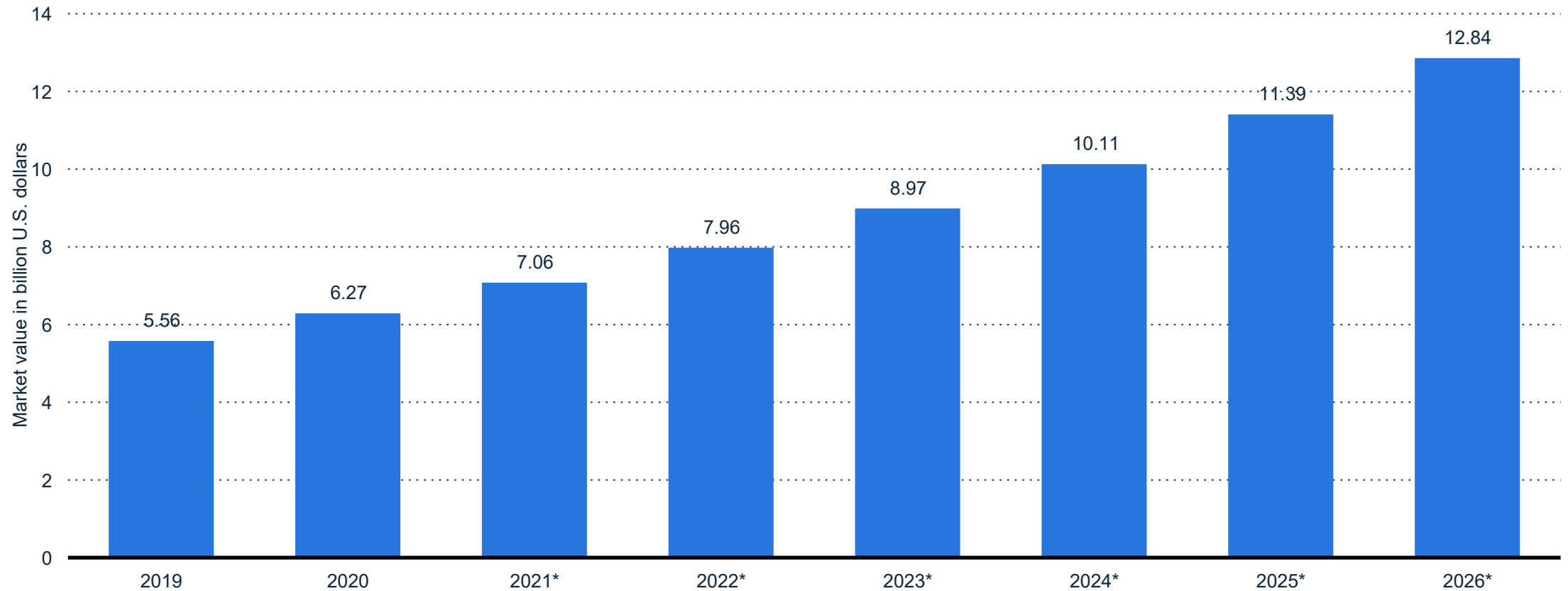
**Note(s):** Worldwide; 2017

Further information regarding this statistic can be found on [page 43](#).

**Source(s):** BIS Research; [ID 720062](#)

# Forecasted market value of precision farming worldwide from 2019 to 2026 (in billion U.S. dollars)

Forecasted market size of precision farming worldwide 2019-2026



Note(s): Worldwide; 2021

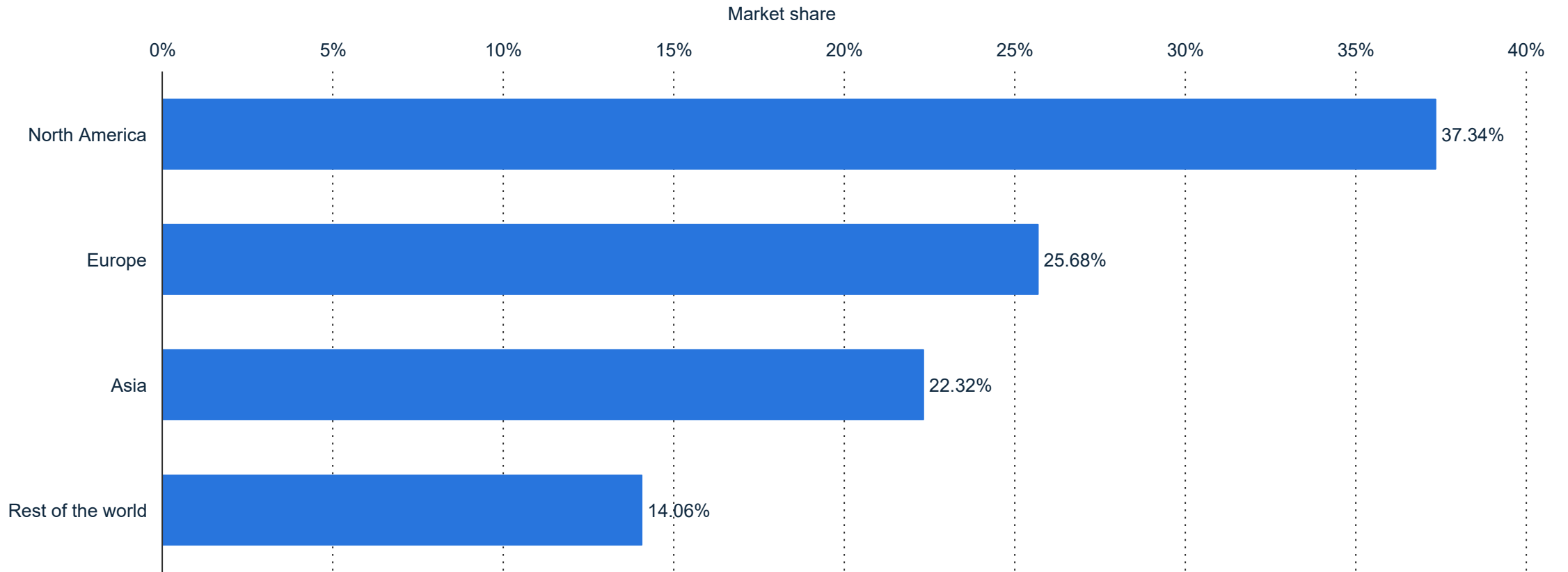
Further information regarding this statistic can be found on [page 44](#).

Source(s): Statista; GlobeNewswire; [ID 721921](#)



# Market share of precision farming worldwide in 2018, by region

Market share of precision farming worldwide 2018, by region



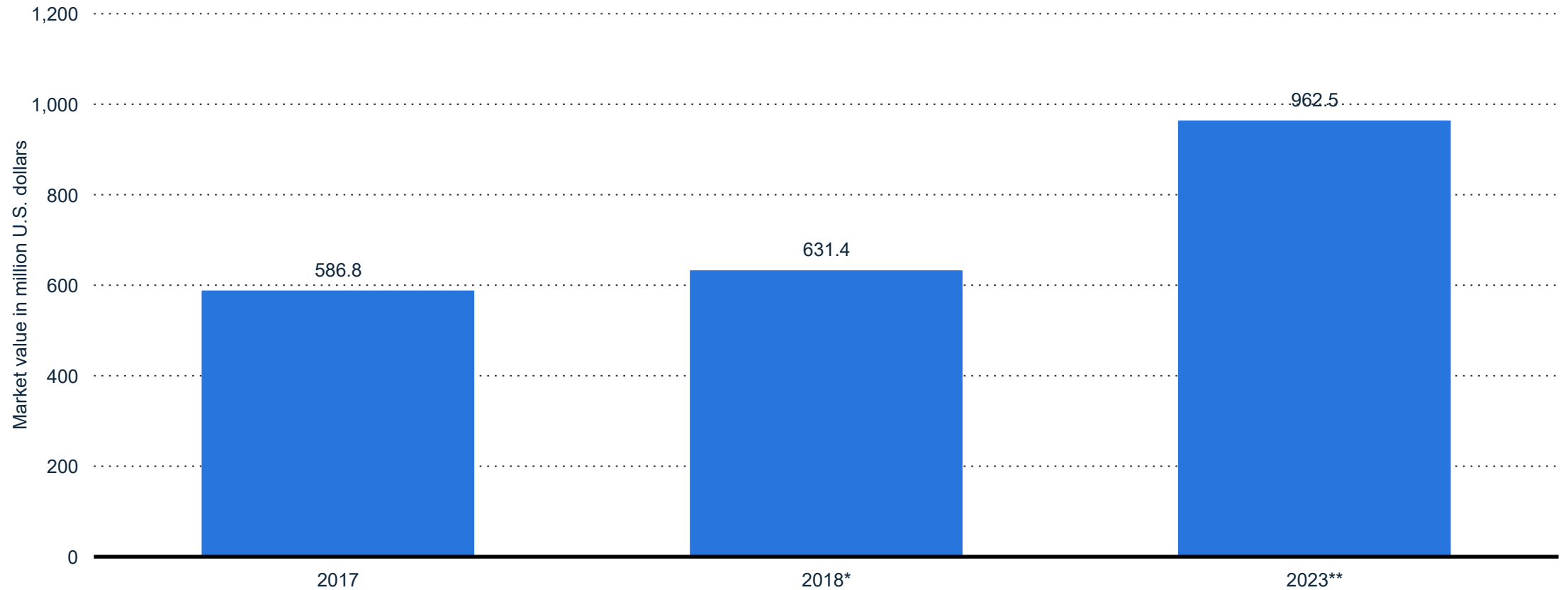
Note(s): Worldwide; 2018

Further information regarding this statistic can be found on [page 45](#).

Source(s): BIS Research; [ID 728310](#)

# Forecast market value of phytogetic feed worldwide from 2017 to 2023 (in million U.S. dollars)

Forecast market value of global phytogetic feed 2017-2023



**Note(s):** Worldwide; as of 2018

Further information regarding this statistic can be found on [page 46](#).

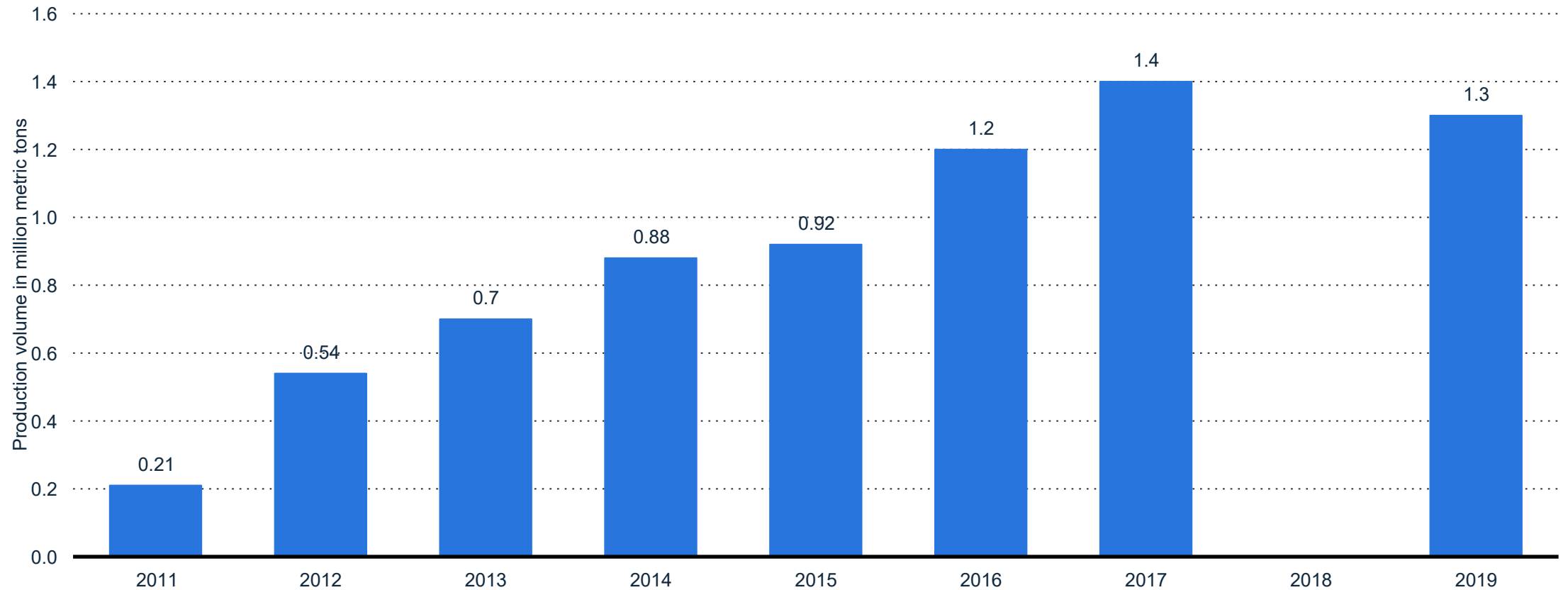
**Source(s):** MarketsandMarkets; [ID 742588](#)

SUSTAINABLE FOOD INDUSTRY

# Food production

# Production volume UTZ certified cocoa worldwide from 2009 to 2019 (in million metric tons)\*

Global UTZ certified cocoa production volume 2009-2019



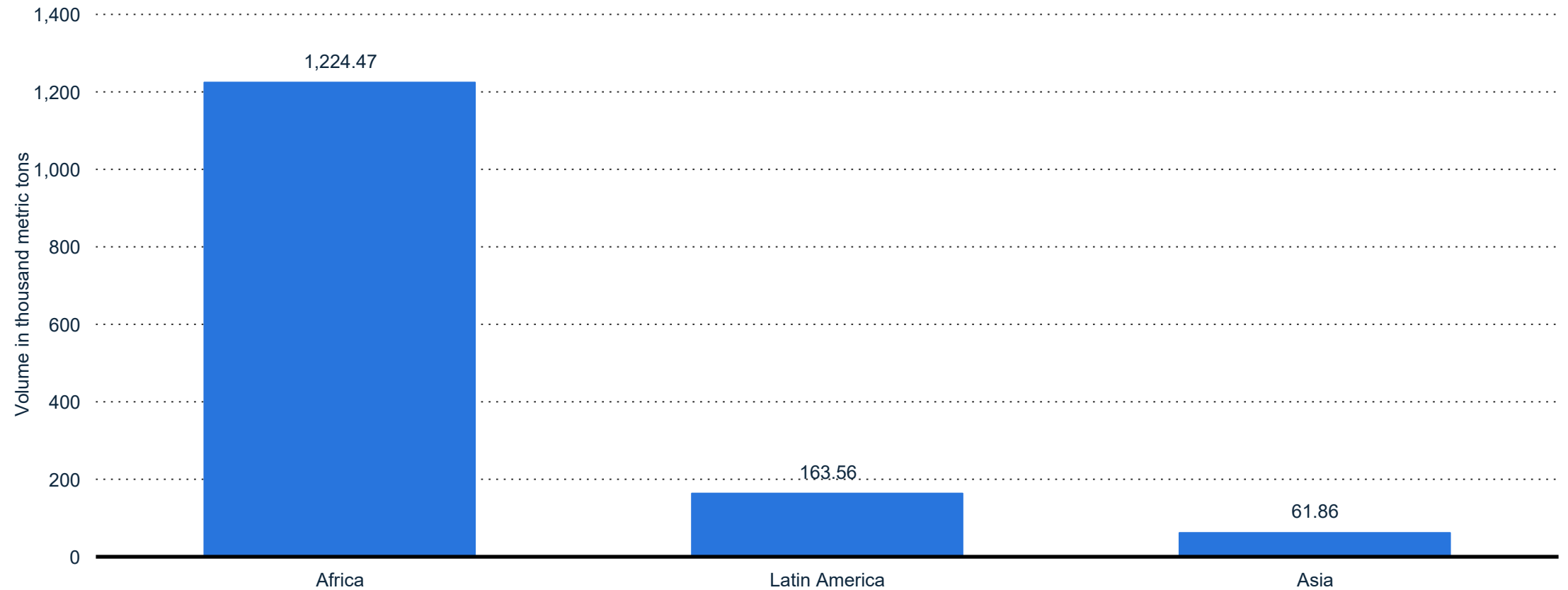
Note(s): Worldwide; 2009 to 2019

Further information regarding this statistic can be found on [page 47](#).

Source(s): UTZ; [ID 654578](#)

# Production volume of UTZ certified cocoa worldwide in 2017, by region (in 1,000 metric tons)\*

Global UTZ certified cocoa production volume 2017, by region



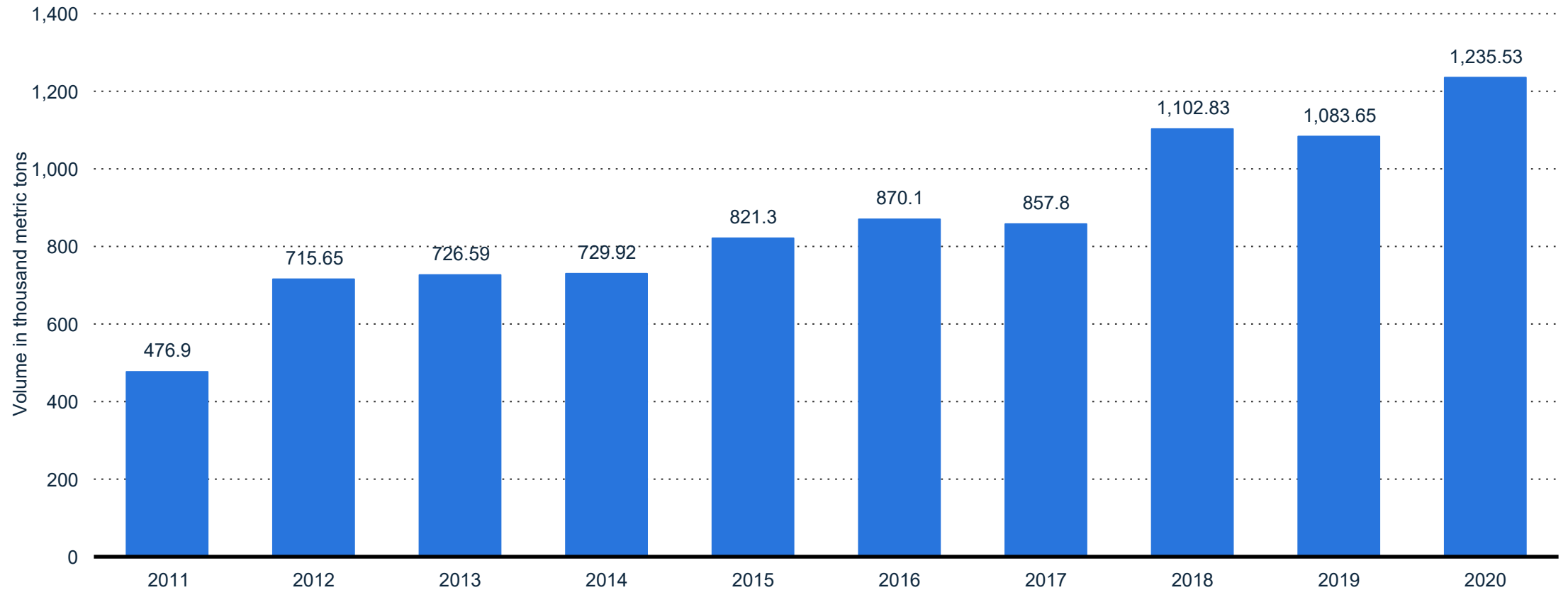
Note(s): Worldwide; 2017

Further information regarding this statistic can be found on [page 48](#).

Source(s): UTZ; [ID 758532](#)

# Production volume of UTZ certified coffee worldwide from 2011 to 2020 (in 1,000 metric tons)\*

Global UTZ certified coffee production volume 2011-2020



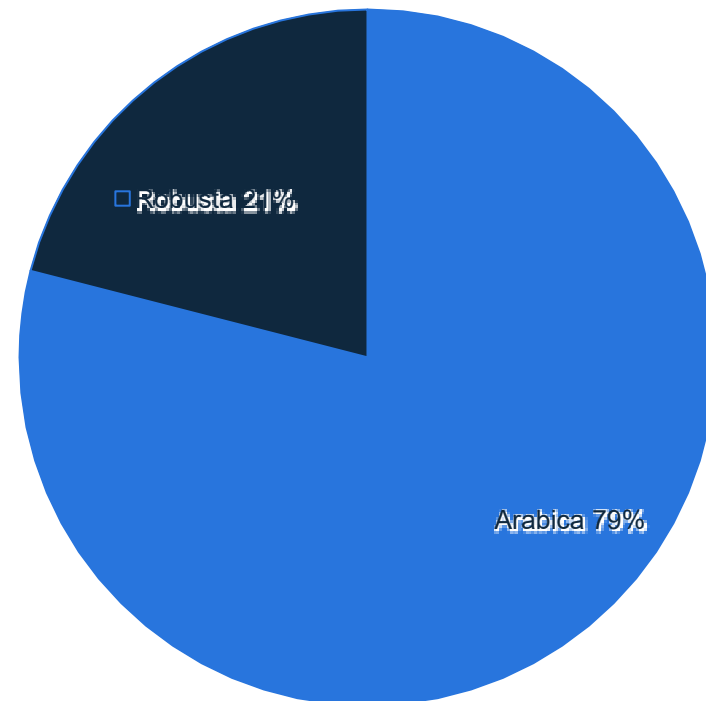
Note(s): Worldwide; 2011 to 2020

Further information regarding this statistic can be found on [page 49](#).

Source(s): UTZ; [ID 758463](#)

# Market share of UTZ certified coffee worldwide in in 2020, by coffee type

Global UTZ certified coffee market share by type 2020



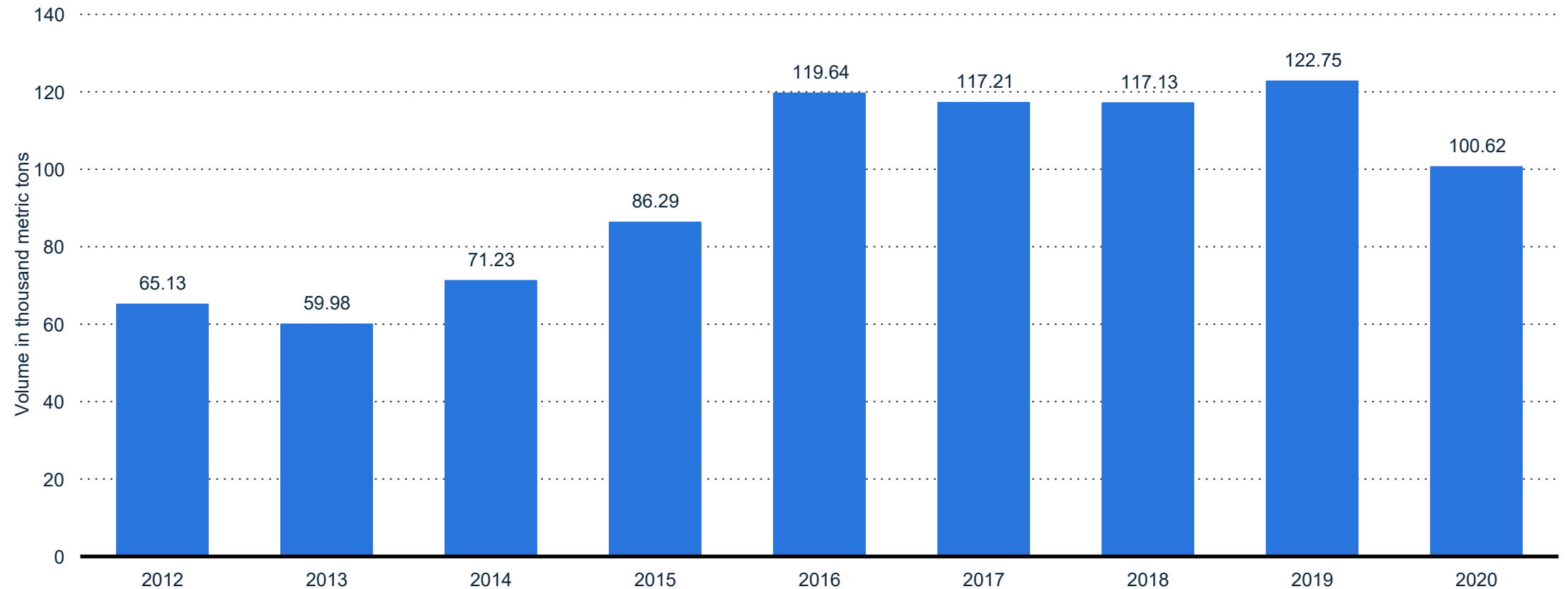
**Note(s):** Worldwide; 2019

Further information regarding this statistic can be found on [page 50](#).

**Source(s):** UTZ; [ID 758514](#)

# Estimated production volume of UTZ certified tea worldwide from 2012 to 2020 (in 1,000 metric tons)

Global UTZ certified tea production volume 2012-2020



**Note(s):** Worldwide; 2012 to 2020

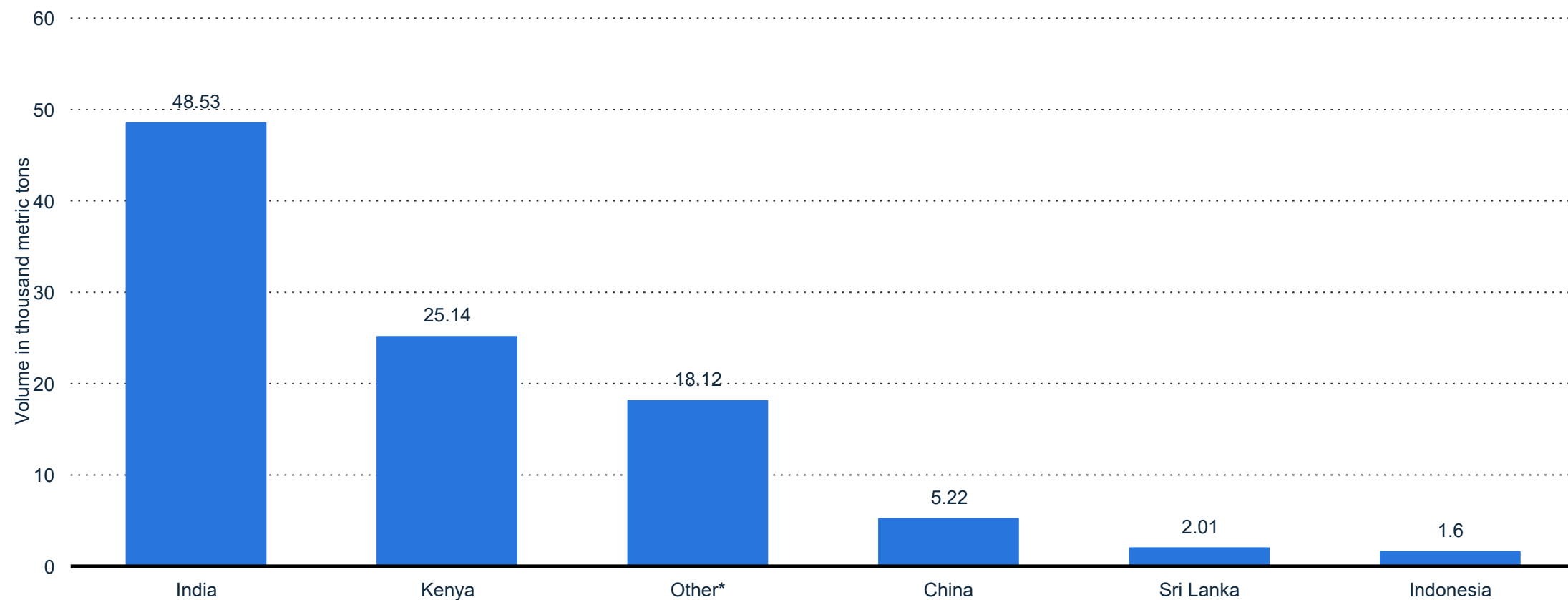
Further information regarding this statistic can be found on [page 51](#).

**Source(s):** Rainforest Alliance; [ID 761727](#)



# Estimated production volume of UTZ certified tea worldwide in 2020, by country (in 1,000 metric tons)

Global UTZ certified tea production volume 2020, by country



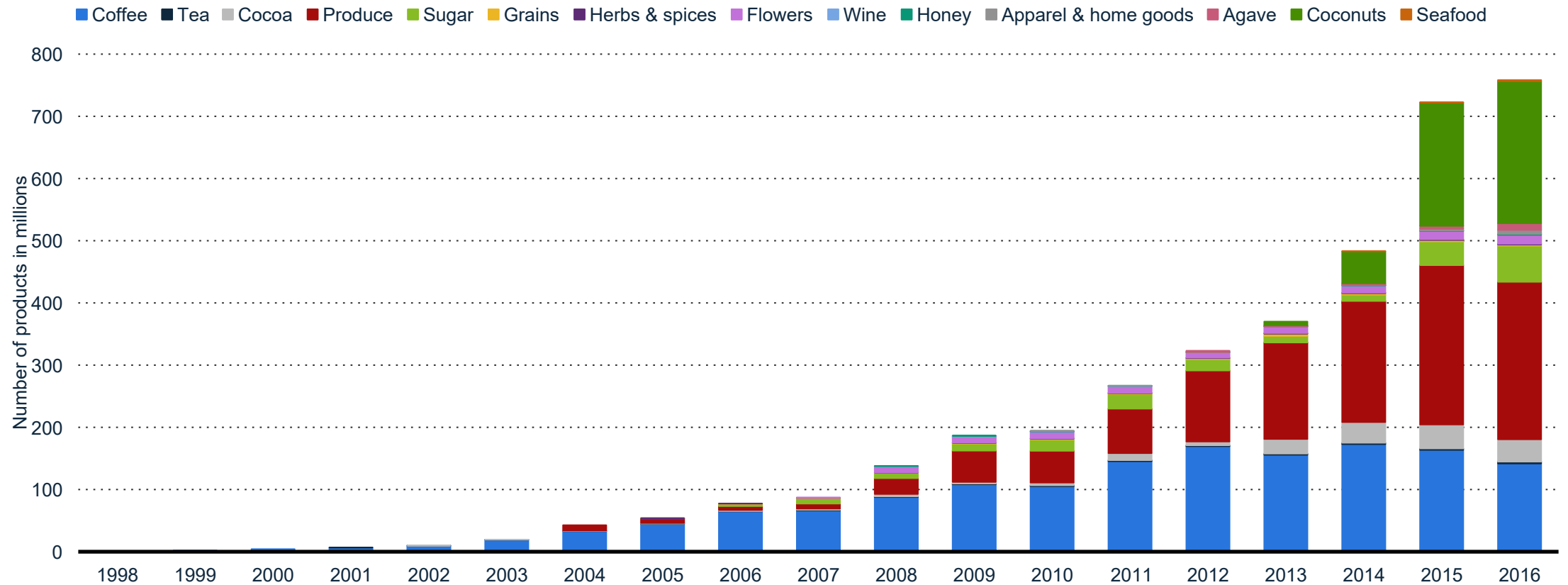
Note(s): Worldwide; 2020

Further information regarding this statistic can be found on [page 52](#).

Source(s): Rainforest Alliance; [ID 761729](#)

# Number of fair trade certified products in the United States from 1998 to 2016, by category (in millions)

Fair trade certified products in the United States 1998-2016, by category



Note(s): United States; 1998 to 2016

Further information regarding this statistic can be found on [page 53](#).

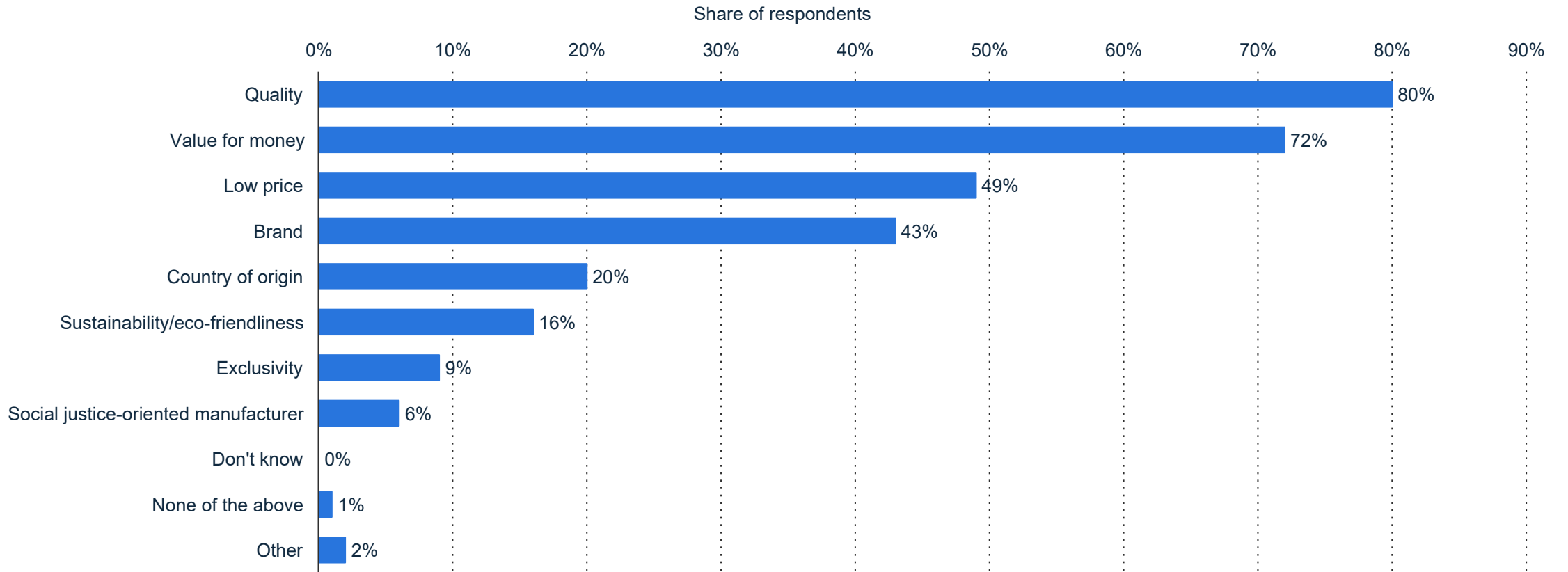
Source(s): Fair Trade USA; [ID 633956](#)

SUSTAINABLE FOOD INDUSTRY

# Purchasing decisions

# Which of the following product features are of particular importance to you when buying food?

U.S. consumers' importance of different food product features 2017



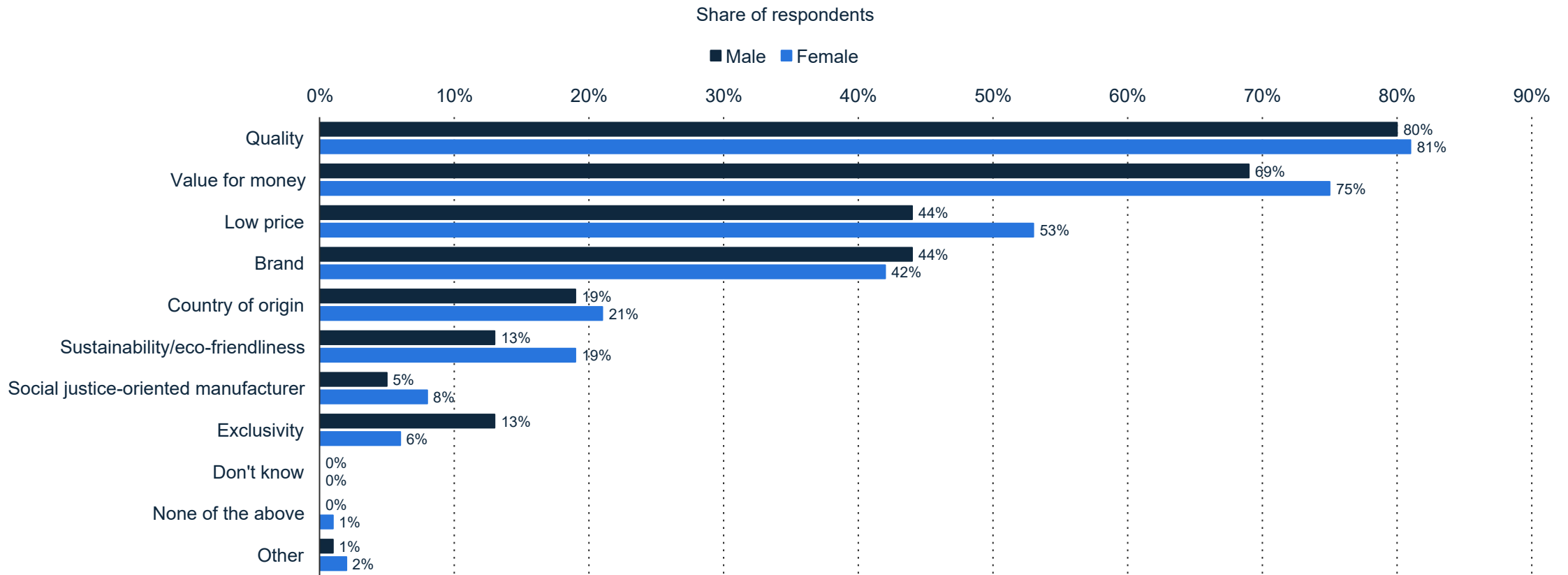
**Note(s):** United States; February 2 to 6, 2017; 18 years and older; 1,018 respondents

Further information regarding this statistic can be found on [page 54](#).

**Source(s):** Statista Survey; [ID 678753](#)

# Importance of different product features among U.S. consumers when making food purchases in 2017, by gender

U.S. consumers' importance of different food product features 2017, by gender



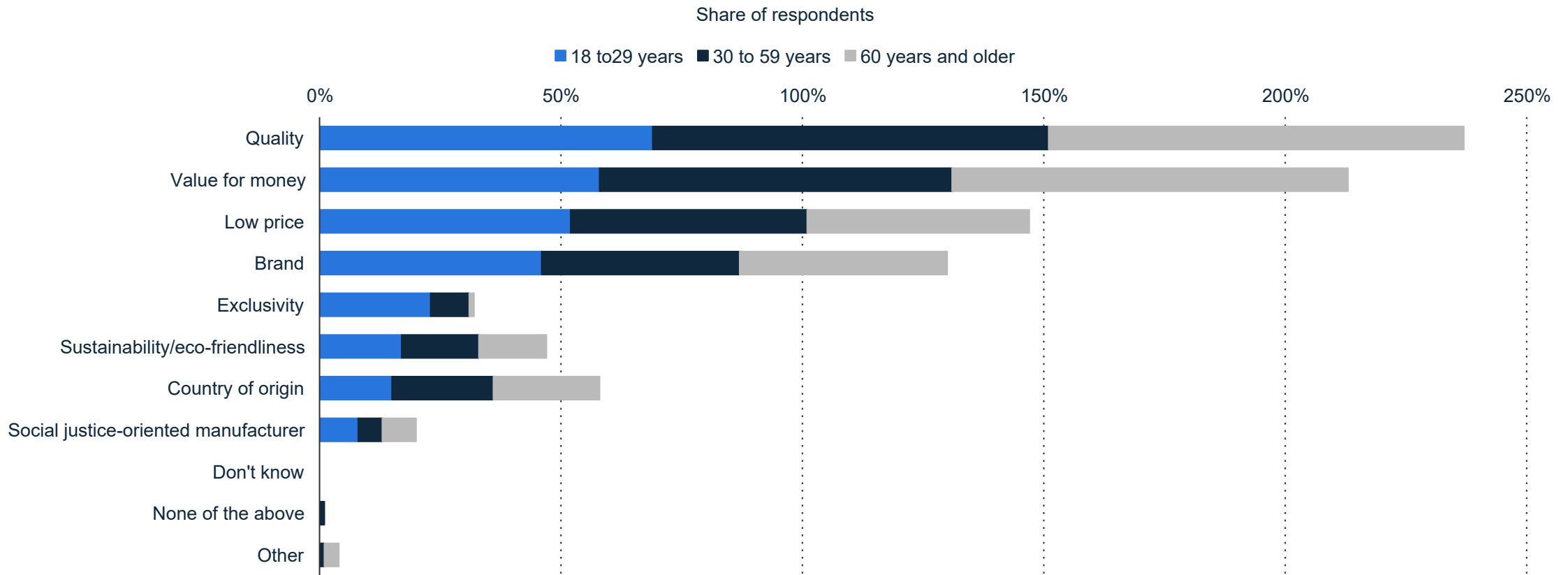
Note(s): United States; February 2 to 6, 2017; 18 years and older; 1,018 respondents

Further information regarding this statistic can be found on [page 55](#).

Source(s): Statista Survey; [ID 678744](#)

# Importance of different product features among U.S. consumers when making food purchases in 2017, by age

U.S. consumers' importance of different food product features 2017, by age



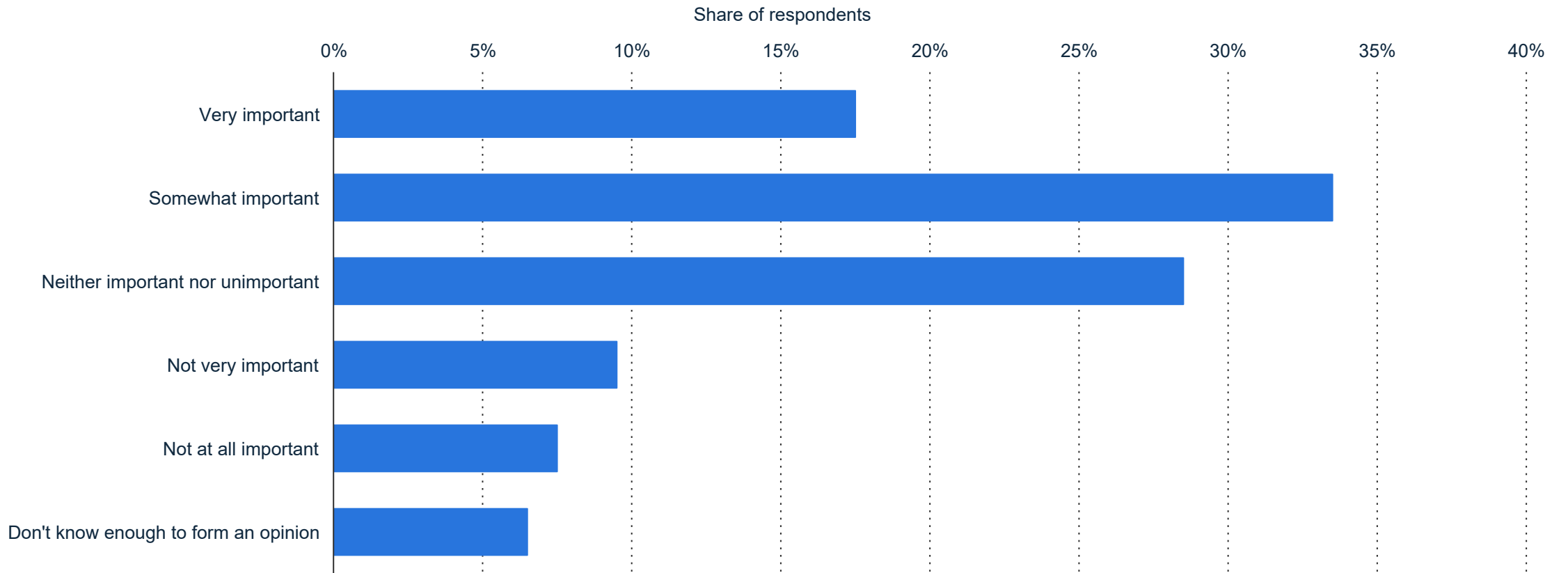
Note(s): United States; February 2 to 6, 2017; 18 years and older; 1,018 respondents

Further information regarding this statistic can be found on [page 56](#).

Source(s): Statista Survey; [ID 678747](#)

# How important is it to you that the food products you purchase or consume are produced in a sustainable way?

Importance of consuming sustainable foods U.S. 2017



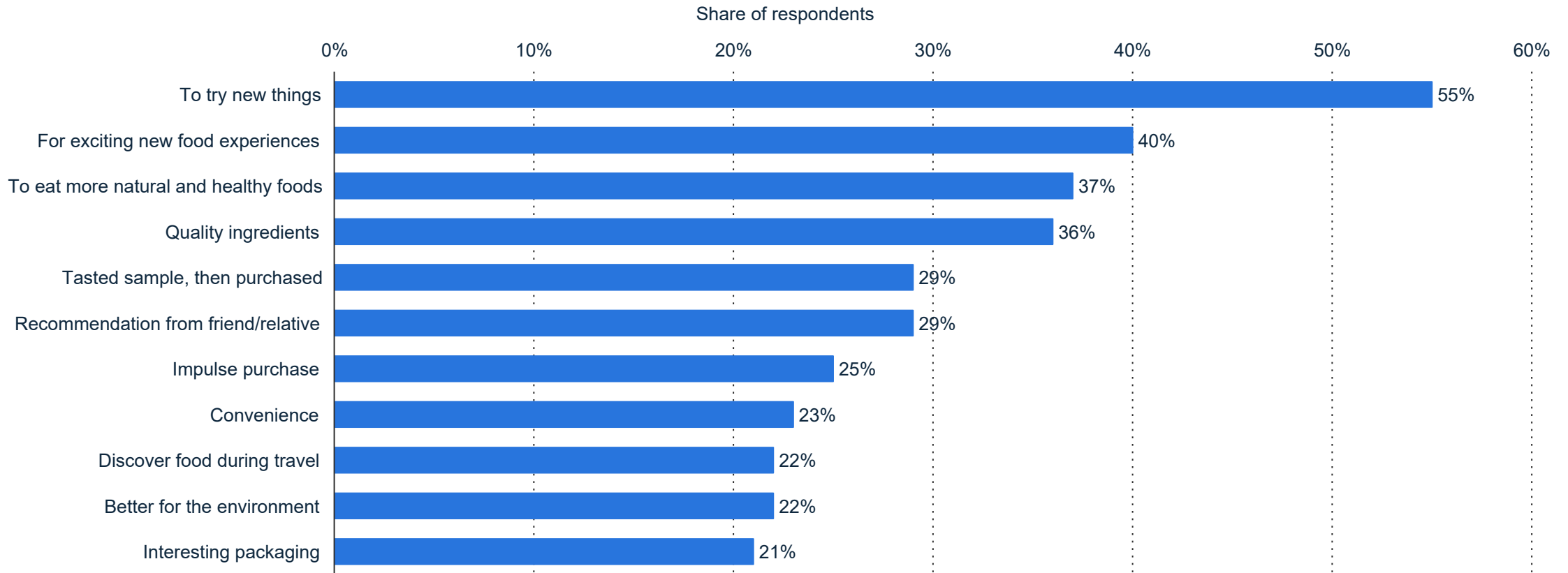
**Note(s):** United States; March 10 to March 29, 2017; 18-80 years; 1,002 respondents; Results were weighted by age, education, gender, race/ethnicity, and region

Further information regarding this statistic can be found on [page 57](#).

**Source(s):** IFIC; Greenwald & Associates; Statista estimates; [ID 245066](#)

# U.S. consumers' reasons for purchasing specialty foods in 2016

Specialty foods: U.S. consumers' reasons for purchase 2016



**Note(s):** United States; July 2016; 18 years and older; 1,292 respondents; U.S. adults with access to the internet who purchase specialty foods

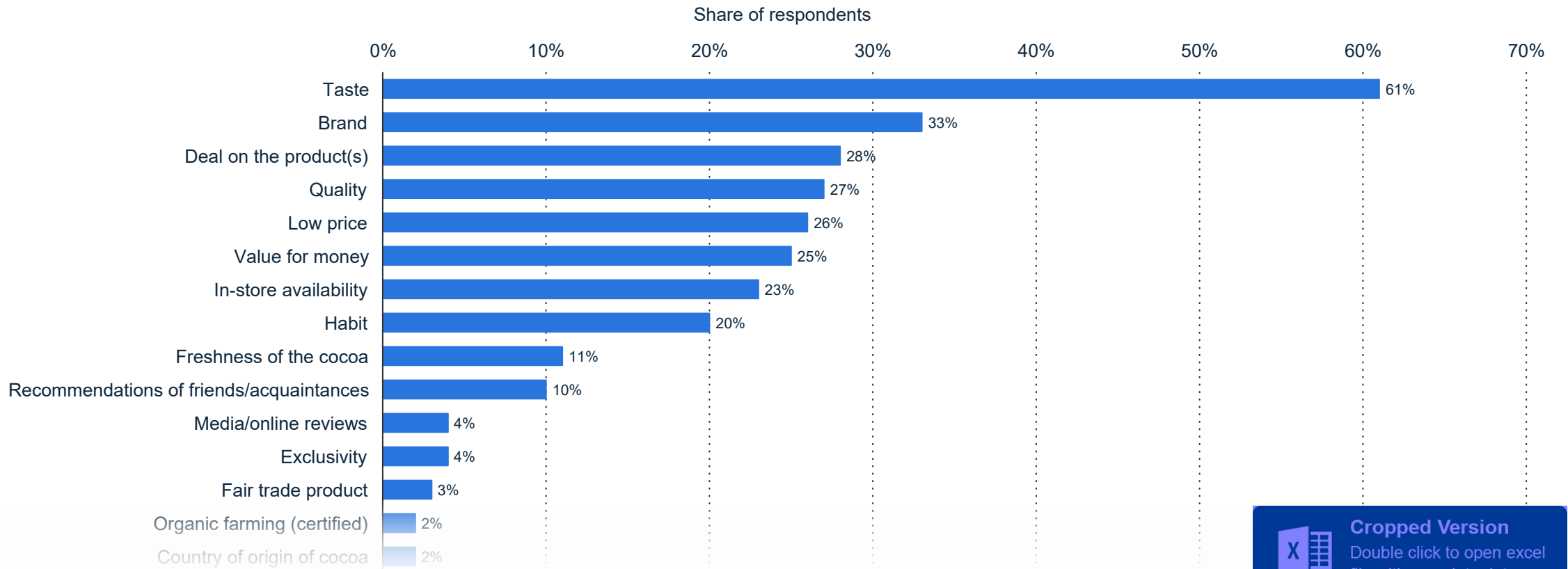
Further information regarding this statistic can be found on [page 58](#).


**Source(s):** Specialty Food Association; Mintel; [ID 301311](#)



# Based on which criteria do you usually select your hot chocolate?

Hot chocolate purchase criteria among U.S. consumers 2017



 **Cropped Version**  
Double click to open excel file with complete data

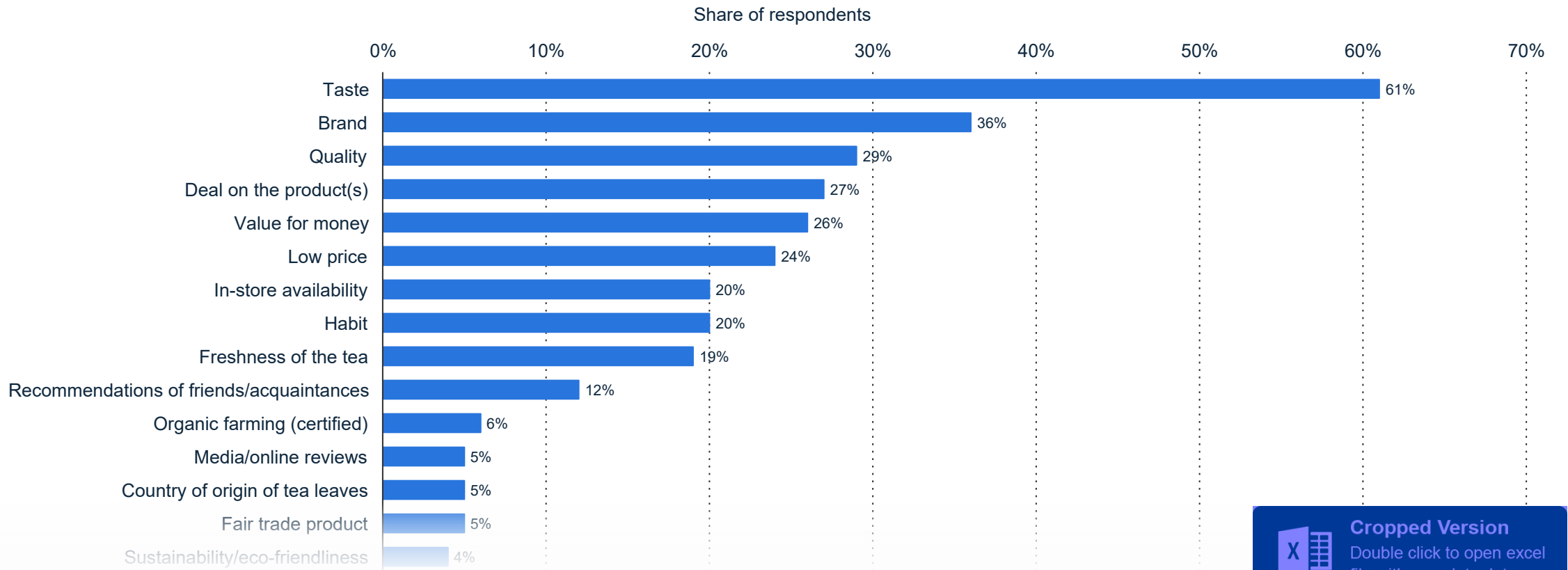
**Note(s):** United States; February 2 to 6, 2017; 18 years and older; 777 respondents; respondents that buy hot chocolate for home use


Further information regarding this statistic can be found on [page 59](#).

**Source(s):** Statista Survey; [ID 679539](#)

# Based on which criteria do you usually select your tea?

Tea purchase criteria among U.S. consumers 2017



 **Cropped Version**  
Double click to open excel file with complete data

**Note(s):** United States; February 2 to 6, 2017; 18 years and older; 805 respondents; respondents that buy tea for home use

Further information regarding this statistic can be found on [page 60](#).

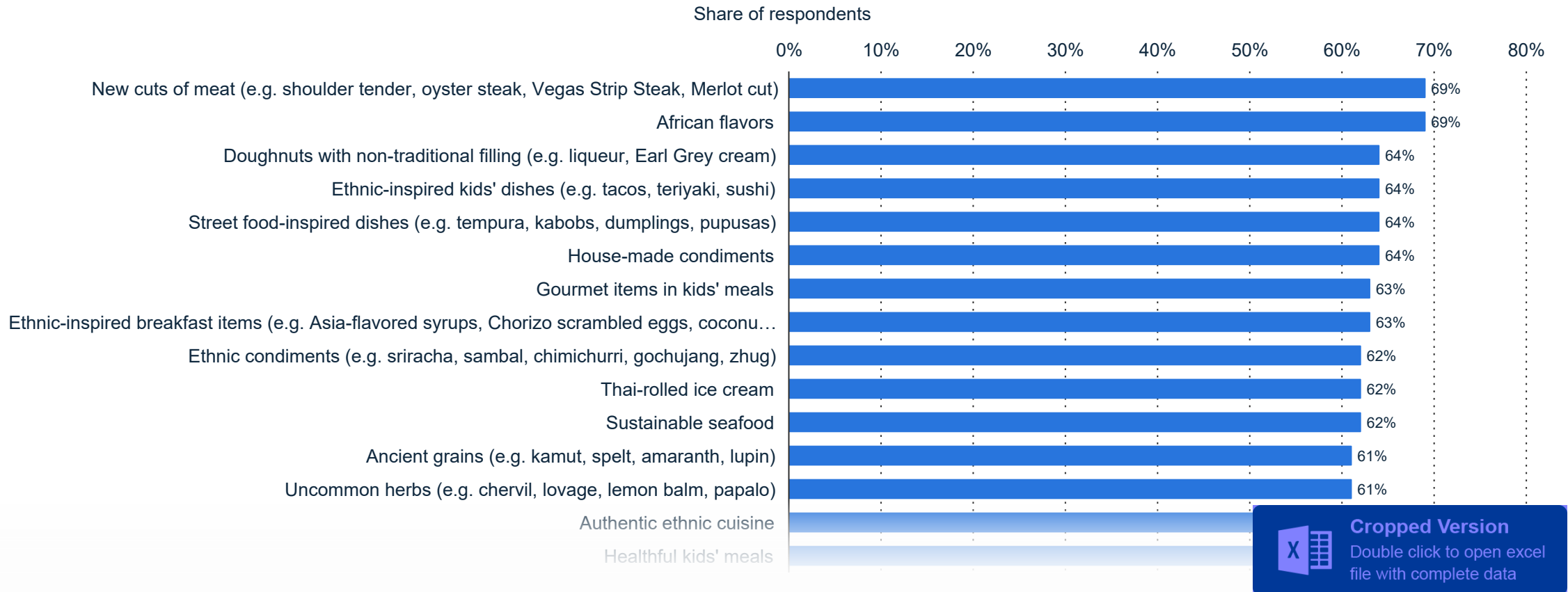
**Source(s):** Statista Survey; [ID 679696](#)

SUSTAINABLE FOOD INDUSTRY

# Out-of-home

# Leading trends in food items on restaurant menus in the United States in 2018\*

Leading trends in food items on restaurant menus in the U.S. 2018



**Cropped Version**  
 Double click to open excel file with complete data

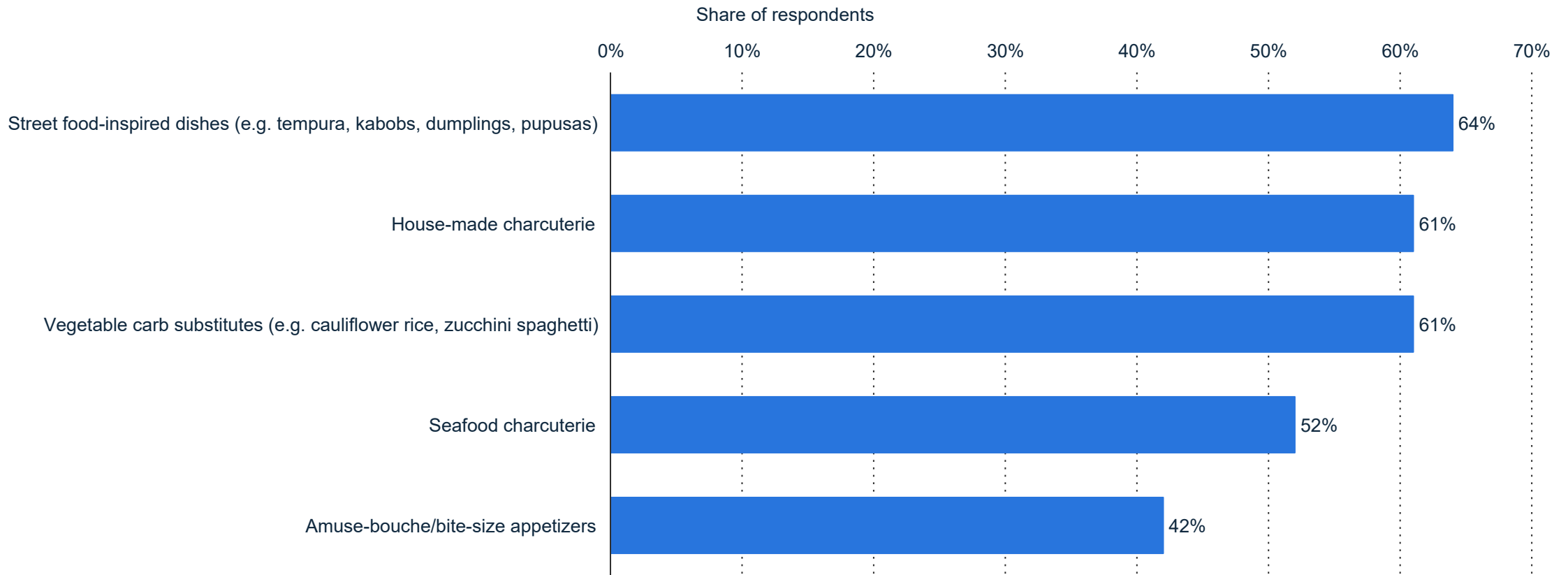
**Note(s):** United States; October to November 2017; 18 years and older; 700 respondents; chef members of the American Culinary Federation

Further information regarding this statistic can be found on [page 61](#).

**Source(s):** National Restaurant Association; [ID 293885](#)

# Leading trends in main dishes on restaurant menus in the United States in 2018\*

Leading trends in main dishes on restaurant menus in the U.S. in 2018



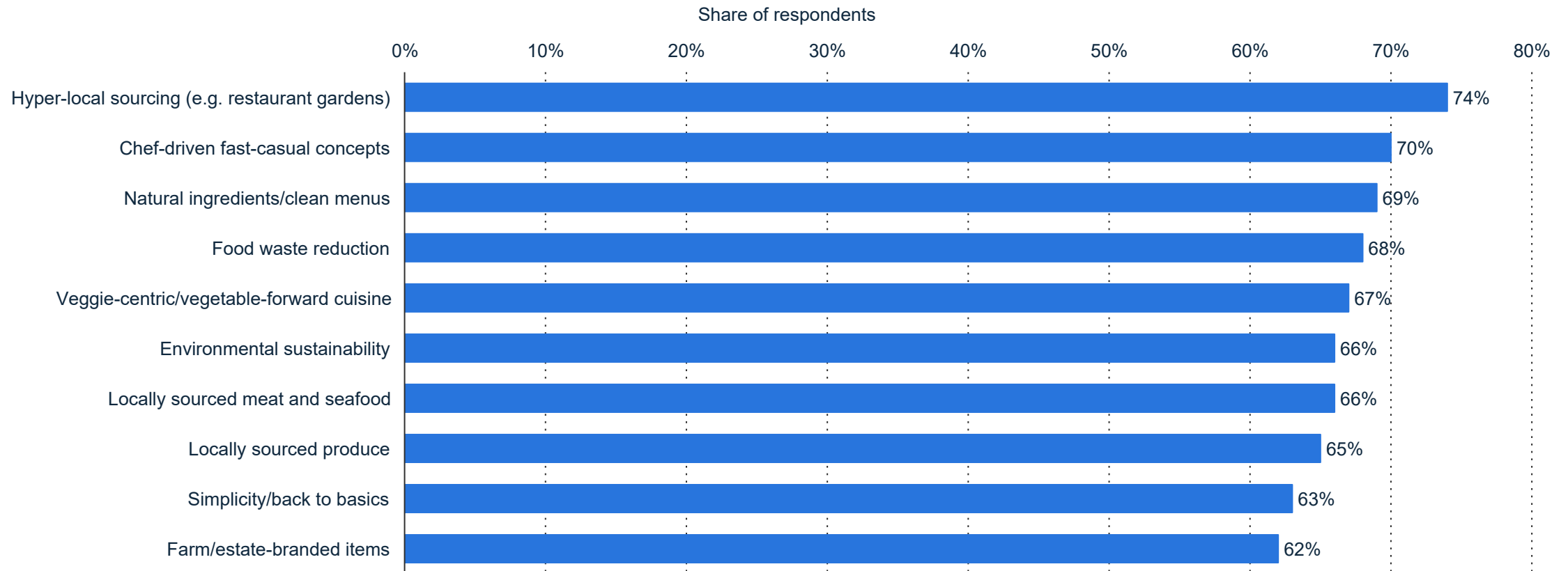
**Note(s):** United States; October to November 2017; 18 years and older; 700 respondents; chef members of the American Culinary Federation

Further information regarding this statistic can be found on [page 62](#).

**Source(s):** National Restaurant Association; [ID 293920](#)

# Leading trends in culinary themes on restaurant menus in the United States in 2018\*

Leading trends in culinary themes on restaurant menus in the U.S. in 2018



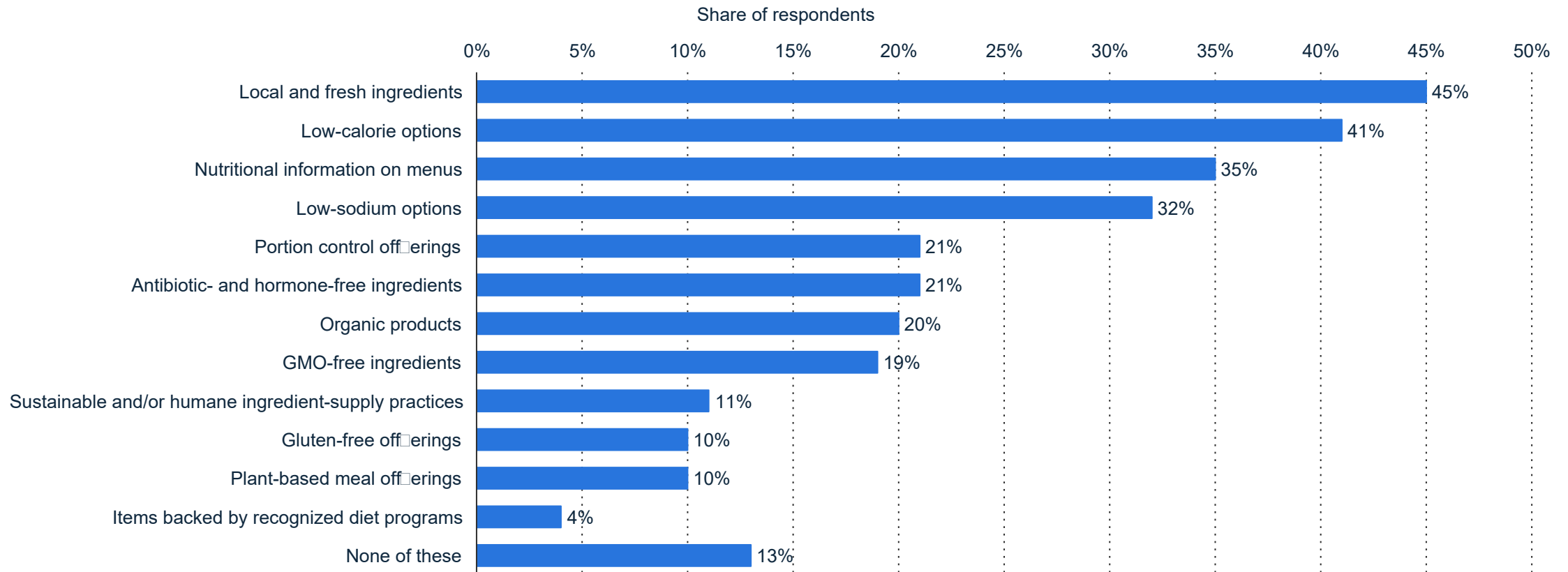
**Note(s):** United States; October to November 2017; 18 years and older; 700 respondents; chef members of the American Culinary Federation

Further information regarding this statistic can be found on [page 63](#).

**Source(s):** National Restaurant Association; [ID 293972](#)

# What attributes do you consider the most important when selecting healthy meals?

Important food attributes when selecting healthy meals 2016



Note(s): United States; 2016; 986 respondents

Further information regarding this statistic can be found on [page 64](#).

Source(s): AlixPartners; [ID 275710](#)

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# References



# Leading countries based on the Sustainable Competitiveness ranking 2017\*

Country ranking based on the Sustainable Competitiveness Index 2017

## Source and methodology information

Source(s)	SolAbility
Conducted by	SolAbility
Survey period	2017
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	SolAbility
Publication date	November 2017
Original source	The Global Sustainable Competitiveness Index 2017, page 10
Website URL	<a href="#">visit the website</a>
Notes:	<i>* The index is consists of five key elements: natural capital, social capital, intellectual capital, resource management and governance.</i>

## Description

This statistic represents the country ranking based on the scores derived from the 2017 Sustainable Competitiveness Index. Leading the ranking was Sweden with a total index score of 60.5. Countries with the highest rankings tended to be high-income countries displaying a certain correlation between the score and income levels.

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# Market value of ethically labeled packaged food, soft drinks and hot drinks worldwide in 2015 and 2020 (in billion U.S. dollars)

## Global market value of ethically labeled food products 2015/2020

### Source and methodology information

Source(s)	Website (newschannel10.com); Euromonitor
Conducted by	Euromonitor
Survey period	2015
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Website (newschannel10.com)
Publication date	May 2016
Original source	newschannel10.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>* Excluding private label. ** Forecast.</i>

### Description

This statistic shows the market value of ethically labeled packaged food, soft drinks and hot drinks (excluding private label) worldwide in 2015 and provides a forecast for 2020. According to the report, the global market value of ethically labeled packaged food products and beverages amounted to about 793.8 billion U.S. dollars in 2015 and is expected to reach 872.7 billion in 2020.

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# Revenue of Fairtrade International products worldwide from 2004 to 2018 (in billion euros)\*

## Revenue of Fairtrade International products worldwide 2004-2018

### Source and methodology information

Source(s)	Fairtrade International
Conducted by	TransFair
Survey period	2004 to 2018
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Fairtrade International
Publication date	October 2019
Original source	Fairtrade International - Annual Report 2018-19, page 2
Website URL	<a href="#">visit the website</a>
Notes:	<i>Numbers have been rounded. * Estimate.</i>

### Description

This statistic shows the revenue of Fairtrade International products worldwide from 2004 to 2018. In 2018, the revenue generated from Fairtrade International products worldwide amounted to about 9.8 billion euros. When it comes to sustainable development, trade can be the best of servants, but the worst of masters. This is why Fairtrade works within the market, to change the market. Since its beginning, Fairtrade has grown to represent over 1.65 million of these farmers and workers, most recently embracing those who work in the tough conditions of artisanal mining. Producers now co-own the Fairtrade system, shaping global strategy and running operations across three continents.

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# Leading U.S. states based on environmental quality, eco-friendly behavior, and climate change contributions as of 2019

## Greenest U.S. states ranked 2019

### Source and methodology information

Source(s)	WalletHub
Conducted by	WalletHub
Survey period	2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	WalletHub
Publication date	April 2019
Original source	wallethub.com
Website URL	<a href="#">visit the website</a>

Notes: *Methodology can be found here . Scores were based on 27 relevant metrics and is each given a value between 0 and 100, where 100 describes eco-friendly and 0 with the opposite. States were ranked according to environmental quality, eco-friendly behaviors, and climate-change contributions.*

### Description

This statistic displays a ranking of the U.S. states in 2019 based on environmental quality, eco-friendly behaviors, and climate change contributions. During this time, New York was ranked second, with a score of 75.49. The state ranked third based on their climate change contributions.

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# Retail value of food and beverage products with an ethical label in the United States from 2015 to 2020 (in billion U.S. dollars)

## U.S. retail value of food and beverage products with an ethical label 2015-2020

### Source and methodology information

Source(s)	FoodNavigator-USA.com
Conducted by	Euromonitor
Survey period	2015
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	FoodNavigator-USA.com
Publication date	May 2016
Original source	foodnavigator.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>* Forecast. Figures have been rounded.</i>

### Description

The timeline depicts the retail value of food and beverage products with an ethical label in the United States in 2015 and provides a forecast until 2020. According to the report, the U.S. retail value of products with an ethical label amounted to approximately 217.48 billion U.S. dollars in 2015.

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# Likeliness to take eco-friendly actions among U.S. adults as of March 2016, by generation

## U.S. adults views on sustainable actions by generation 2016

### Source and methodology information

Source(s)	Ipsos
Conducted by	Ipsos
Survey period	March 21-23, 2016
Region(s)	United States
Number of respondents	1,009
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Ipsos
Publication date	May 2016
Original source	ipsos-na.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

### Description

There seems to be a difference between the likeliness of adults to take eco-friendly actions across generations. For example, 57 percent of those aged 55 years and older stated they were likely to recycle their electronics, while only 36 percent of Millennials said the same. However, 36 percent of Millennials said they were likely to buy organic food to be eco-friendly, while only 19 percent of those aged 55 and older said the same. Many Millennials claim that they believe living a sustainable lifestyle is important, however, many are still unwilling to pay extra for sustainable products. For those who buy luxury items, the majority of Millennials believe sustainability and ethical brands are important.

#### Consumption habits

Some Americans are willing to contribute more significantly to climate change, for example, by installing solar panels or switching to an electric vehicle. Others have also worked to consume less or to be more aware of the waste produced by their consumption habits. Consuming new products tends to be more wasteful than reducing consumption or reusing products and materials already in one's possession.

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# Opinion on eco-friendly goods and services among U.S. adults as of March 2016

U.S. adults views on sustainable goods and services 2016

## Source and methodology information

Source(s)	Ipsos
Conducted by	Ipsos
Survey period	March 21-23, 2016
Region(s)	United States
Number of respondents	1,009
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Ipsos
Publication date	May 2016
Original source	<a href="http://www.ipsos-na.com">www.ipsos-na.com</a>
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

## Description

This statistic displays the opinion among U.S. adults of eco-friendly products and services to help the environment, as of March 2016. During this period, 20 percent of respondents reported feeling skeptical as to how well these goods and services would work.

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# Forecast market value of smart agriculture worldwide in 2017 and 2022 (in billion U.S. dollars)

## Global market size of smart farming 2017-2022

### Source and methodology information

Source(s)	<a href="#">BIS Research</a>
Conducted by	<a href="#">BIS Research</a>
Survey period	2017
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	<a href="#">BIS Research</a>
Publication date	December 2018
Original source	Global Smart Farming Market-2017-2022, page 1
Website URL	<a href="#">visit the website</a>
Notes:	<i>* Forecast. Smart farming types including precision crop farming, livestock monitoring and management, indoor farming, aquaculture, and others (forestry and orchids). The source adds the following information: "The smart farming market encompasses a wide array of solutions such as hardware systems,s [...] For more information visit our Website</i>

### Description

This statistic shows the forecasted market value of smart farming worldwide in 2017 and 2022. The global market size of smart agriculture is expected to grow from approximately 9.58 billion U.S. dollars in 2017 to 23.14 billion U.S. dollars by 2022.

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# Forecasted market value of precision farming worldwide from 2019 to 2026 (in billion U.S. dollars)

## Forecasted market size of precision farming worldwide 2019-2026

### Source and methodology information

Source(s)	Statista; GlobeNewswire
Conducted by	Statista; GlobeNewswire
Survey period	2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	April 2021
Original source	Precision Farming Global
Website URL	<a href="#">visit the website</a>
Notes:	<i>* Estimated based on the cagr given by the source.</i>

### Description

This statistic shows the forecasted market value of precision farming worldwide from 2019 to 2026. The market value of precision farming is expected to grow from approximately 5.5 billion U.S. dollars in 2019 to 12.84 billion U.S. dollars by 2026.

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# Market share of precision farming worldwide in 2018, by region

Market share of precision farming worldwide 2018, by region

## Source and methodology information

Source(s)	<a href="#">BIS Research</a>
Conducted by	<a href="#">BIS Research</a>
Survey period	2018
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	<a href="#">BIS Research</a>
Publication date	December 2018
Original source	Global Precision Agriculture Market, page 3
Website URL	<a href="#">visit the website</a>
Notes:	<i>The source adds the following information: "Market estimation includes software (e.g. data management systems, advisory services) and hardware (e.g. automation and control systems such as: guidance steering, displays, flow control devices; sensing and monitoring such as: yield monitor, soil sensors) [...] For more information visit our Website</i>

## Description

This statistic shows the market share of precision farming worldwide in 2018, by region. The precision farming in North America held over 37 percent of the global precision agriculture that year.

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# Forecast market value of phytogetic feed worldwide from 2017 to 2023 (in million U.S. dollars)

## Forecast market value of global phytogetic feed 2017-2023

### Source and methodology information

Source(s)	MarketsandMarkets
Conducted by	MarketsandMarkets
Survey period	as of 2018
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	MarketsandMarkets
Publication date	June 2018
Original source	<a href="http://www.marketsandmarkets.com">www.marketsandmarkets.com</a>
Website URL	<a href="#">visit the website</a>
Notes:	<i>*Estimated. ** Projected. The source adds the following information: "Phytogetic feed additives comprise a wide variety of herbs, spices, and essential oils. They perform antimicrobial activity, anti oxidative effects, enhance palatability, improve gut functions and promote growth."</i>

### Description

This statistic shows the forecasted market value of phytogetic feed worldwide from 2017 to 2023. The value of the global phytogetic feed market is expected to grow from approximately 586.8 million U.S. dollars in 2017 to 962.5 million U.S. dollars by 2023.

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# Production volume UTZ certified cocoa worldwide from 2009 to 2019 (in million metric tons)\*

## Global UTZ certified cocoa production volume 2009-2019

### Source and methodology information

Source(s)	UTZ
Conducted by	UTZ
Survey period	2009 to 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	UTZ
Publication date	May 2020
Original source	UTZ Certified - Cocoa Statistics Report 2019
Website URL	<a href="#">visit the website</a>
Notes:	<i>* Estimated potential. UTZ Certified stands for sustainable farming. The compliance with strict requirements by UTZ certified farms and businesses, is closely monitored by independent third parties. These requirements include Good Agricultural Practices and farming management, safe and healthy worki [...] For more information visit our Website</i>

### Description

The statistic shows the UTZ certified cocoa production volume worldwide from 2009 to 2019. In 2019, the global production of UTZ certified cocoa amounted to 1.3 million metric tons.

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# Production volume of UTZ certified cocoa worldwide in 2017, by region (in 1,000 metric tons)\*

## Global UTZ certified cocoa production volume 2017, by region

### Source and methodology information

Source(s)	UTZ
Conducted by	UTZ
Survey period	2017
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	UTZ
Publication date	May 2018
Original source	UTZ Certified - Annual Report 2017, page 27
Website URL	<a href="#">visit the website</a>
Notes:	<i>* Estimated potential. UTZ Certified stands for sustainable farming. The compliance with strict requirements by UTZ certified farms and businesses, is closely monitored by independent third parties. These requirements include Good Agricultural Practices and farming management, safe and healthy worki [...] For more information visit our Website</i>

### Description

The statistic shows the production volume of UTZ certified cocoa worldwide in 2017, by region. In 2017, the production of UTZ certified cocoa in Africa amounted to approximately 1224.47 thousand metric tons.

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# Production volume of UTZ certified coffee worldwide from 2011 to 2020 (in 1,000 metric tons)\*

## Global UTZ certified coffee production volume 2011-2020

### Source and methodology information

Source(s)	UTZ
Conducted by	UTZ
Survey period	2011 to 2020
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	UTZ
Publication date	May 2021
Original source	UTZ Certified - Annual Report 2020, page 35
Website URL	<a href="#">visit the website</a>
Notes:	<i>* Estimated potential. UTZ Certified stands for sustainable farming. The compliance with strict requirements by UTZ certified farms and businesses, is closely monitored by independent third parties. These requirements include Good Agricultural Practices and farming management, safe and healthy worki [...] For more information visit our Website</i>

### Description

The statistic shows the production volume of UTZ certified coffee worldwide from 2009 to 2019. In 2019, the global production of UTZ certified coffee amounted to approximately 1.1 million metric tons.

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# Market share of UTZ certified coffee worldwide in in 2020, by coffee type

Global UTZ certified coffee market share by type 2020

## Source and methodology information

Source(s)	UTZ
Conducted by	UTZ
Survey period	2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	UTZ
Publication date	May 2021
Original source	UTZ Certified - Annual Report 2020,
Website URL	<a href="#">visit the website</a>

Notes: *UTZ Certified stands for sustainable farming. The compliance with strict requirements by UTZ certified farms and businesses, is closely monitored by independent third parties. These requirements include Good Agricultural Practices and farming management, safe and healthy working conditions, abolition [...] For more information visit our Website*

## Description

The statistic shows the production volume of UTZ certified coffee worldwide in 2020, by type. In that year, the global Market share of UTZ certified Arabica coffee in amounted to approximately 79 percent.

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# Estimated production volume of UTZ certified tea worldwide from 2012 to 2020 (in 1,000 metric tons)

## Global UTZ certified tea production volume 2012-2020

### Source and methodology information

Source(s)	Rainforest Alliance
Conducted by	Rainforest Alliance
Survey period	2012 to 2020
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Rainforest Alliance
Publication date	May 2021
Original source	Rainforest Alliance: Certification Data Report 2020
Website URL	<a href="#">visit the website</a>
Notes:	<i>Estimated production volume of the certified crop (for the UTZ program: Includes certified volume and extension volume, excludes carry over volume). Figures prior to 2017 have been taken from previous reports.</i>

### Description

The statistic shows the production volume of UTZ certified tea worldwide from 2012 to 2020. In 2019, global production of UTZ certified tea was estimated to amount to approximately 122,750 metric tons.

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# Estimated production volume of UTZ certified tea worldwide in 2020, by country (in 1,000 metric tons)

## Global UTZ certified tea production volume 2020, by country

### Source and methodology information

Source(s)	Rainforest Alliance
Conducted by	Rainforest Alliance
Survey period	2020
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Rainforest Alliance
Publication date	May 2021
Original source	Rainforest Alliance: Certification Data Report 2020, page 45
Website URL	<a href="#">visit the website</a>
Notes:	<i>Estimated production volume of the certified crop (for the UTZ program: Includes certified volume and extension volume, excludes carry over volume). *Other countries are Argentina, Colombia, Indonesia, Korea, Mozambique, Rwanda, South Africa, Vietnam and Zimbabwe.</i>

### Description

The statistic shows the production volume of UTZ certified tea worldwide in 2020, by country. In 2020, the production of UTZ certified tea in India was estimated to amount to approximately 48,527 metric tons.

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# Number of fair trade certified products in the United States from 1998 to 2016, by category (in millions)

## Fair trade certified products in the United States 1998-2016, by category

### Source and methodology information

Source(s)	Fair Trade USA
Conducted by	Fair Trade USA
Survey period	1998 to 2016
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Fair Trade USA
Publication date	September 2017
Original source	Fair Trade USA - 2016 Almanac, page 24-25
Website URL	<a href="#">visit the website</a>
Notes:	<i>Figures have been rounded.</i>

### Description

This statistic shows the number of fair trade certified products in the United States from 1998 to 2016, by category. In 1998 there were approximately 76 thousand certified coffee products available in the United States, increasing to approximately 173 million products by 2014.

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# Which of the following product features are of particular importance to you when buying food?

## U.S. consumers' importance of different food product features 2017

### Source and methodology information

Source(s)	Statista Survey
Conducted by	Statista Survey
Survey period	February 2 to 6, 2017
Region(s)	United States
Number of respondents	1,018
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Statista Survey
Publication date	February 2017
Original source	statista.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

### Description

This statistic displays the results of a survey conducted in February 2017. About 1,018 U.S. adults were asked what features are important to them when deciding to whether or not to purchase a new food product. About 80 percent of U.S. consumers indicated that the quality is an important feature when purchasing a new food product.

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# Importance of different product features among U.S. consumers when making food purchases in 2017, by gender

U.S. consumers' importance of different food product features 2017, by gender

## Source and methodology information

Source(s)	Statista Survey
Conducted by	Statista Survey
Survey period	February 2 to 6, 2017
Region(s)	United States
Number of respondents	1,018
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Statista Survey
Publication date	February 2017
Original source	statista.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>The original question was phrased as follows: "Which of the following product features are of particular importance to you when buying food?"</i>

## Description

This statistic displays the results of a survey conducted in February 2017. During the survey, some 75 percent of the female U.S. consumers indicated that the value for money is an important feature when purchasing a new food product.

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# Importance of different product features among U.S. consumers when making food purchases in 2017, by age

U.S. consumers' importance of different food product features 2017, by age

## Source and methodology information

Source(s)	Statista Survey
Conducted by	Statista Survey
Survey period	February 2 to 6, 2017
Region(s)	United States
Number of respondents	1,018
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Statista Survey
Publication date	February 2017
Original source	statista.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>The original question was phrased as follows: "Which of the following product features are of particular importance to you when buying food?"</i>

## Description

This statistic displays the results of a survey conducted in February 2017. During the survey, some 52 percent of the U.S. consumers between 18 and 29 years indicated that low prices are an important feature when purchasing a new food product.

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# How important is it to you that the food products you purchase or consume are produced in a sustainable way?

## Importance of consuming sustainable foods U.S. 2017

### Source and methodology information

Source(s)	IFIC; Greenwald & Associates; Statista estimates
Conducted by	Greenwald & Associates; Statista estimates
Survey period	March 10 to March 29, 2017
Region(s)	United States
Number of respondents	1,002
Age group	18-80 years
Special characteristics	Results were weighted by age, education, gender, race/ethnicity, and region
Published by	Statista
Publication date	November 2017
Original source	<i>n.a.</i>
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

### Description

This statistic depicts the results of a survey in which U.S. consumers were asked how important it was to them to purchase and consume food products that were produced in a sustainable way. According to the survey, 33.5 percent of respondents believed that it was somewhat important for them to consume or purchase sustainably produced foods.

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# U.S. consumers' reasons for purchasing specialty foods in 2016

Specialty foods: U.S. consumers' reasons for purchase 2016

## Source and methodology information

Source(s)	Specialty Food Association; Mintel
Conducted by	Mintel
Survey period	July 2016
Region(s)	United States
Number of respondents	1,292
Age group	18 years and older
Special characteristics	U.S. adults with access to the internet who purchase specialty foods
Published by	Specialty Food Association
Publication date	August 2016
Original source	The SFA State of the Industry Report - The Consumer, page 8
Website URL	<a href="#">visit the website</a>

Notes: *Mintel selects survey respondents to be proportionally balanced to the U.S. adult population based on the key demographics of gender, age, household income and region. Specialty foods are defined as foods or beverages of the highest grade, style, and/or quality in their respective categories. Their [...] For more information visit our Website*

## Description

This statistic depicts U.S. consumers' reasons for purchasing specialty foods in 2016. In order to gather this information, an online survey was conducted among 1,292 adults with internet access in the United States. The survey found that 29 percent of U.S. consumers bought specialty foods due to recommendations of a friend or relative.

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# Based on which criteria do you usually select your hot chocolate?

Hot chocolate purchase criteria among U.S. consumers 2017

## Source and methodology information

Source(s)	Statista Survey
Conducted by	Statista Survey
Survey period	February 2 to 6, 2017
Region(s)	United States
Number of respondents	777
Age group	18 years and older
Special characteristics	respondents that buy hot chocolate for home use
Published by	Statista Survey
Publication date	February 2017
Original source	statista.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>Multiple answers were possible.</i>

## Description

This statistic shows the purchase criteria for hot chocolate among consumers in the United States as of February 2017. During the survey, about 61 percent of the respondents indicated to usually buy hot chocolate based on the taste.

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# Based on which criteria do you usually select your tea?

Tea purchase criteria among U.S. consumers 2017

## Source and methodology information

Source(s)	Statista Survey
Conducted by	Statista Survey
Survey period	February 2 to 6, 2017
Region(s)	United States
Number of respondents	805
Age group	18 years and older
Special characteristics	respondents that buy tea for home use
Published by	Statista Survey
Publication date	February 2017
Original source	statista.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>Multiple answers were possible.</i>

## Description

This statistic shows the purchase criteria for tea among consumers in the United States as of February 2017. During the survey, about 61 percent of the respondents named the taste of the tea as an important purchase factor.

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# Leading trends in food items on restaurant menus in the United States in 2018\*

## Leading trends in food items on restaurant menus in the U.S. 2018

### Source and methodology information

Source(s)	National Restaurant Association
Conducted by	National Restaurant Association
Survey period	October to November 2017
Region(s)	United States
Number of respondents	700
Age group	18 years and older
Special characteristics	chef members of the American Culinary Federation
Published by	National Restaurant Association
Publication date	January 2018
Original source	What's Hot 2018 Culinary Forecast, page 11
Website URL	<a href="#">visit the website</a>
Notes:	<i>* Forecast. The survey was conducted among professional chef members of the American Culinary Federation. The chefs were given a list of 161 items and were asked to rate each item as a "hot trend," "yesterday's news" or "perennial favorite" for restaurant menus in 2018.</i>

### Description

This statistic shows the leading 20 trends in food items on restaurant menus in the United States as forecasted by professional chefs for 2018. During the survey, 69 percent of the respondents stated that new cuts of meat (e.g. shoulder tender, oyster steak) would be a "hot trend" for restaurant menus in 2018.

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# Leading trends in main dishes on restaurant menus in the United States in 2018\*

Leading trends in main dishes on restaurant menus in the U.S. in 2018

## Source and methodology information

Source(s)	National Restaurant Association
Conducted by	National Restaurant Association
Survey period	October to November 2017
Region(s)	United States
Number of respondents	700
Age group	18 years and older
Special characteristics	chef members of the American Culinary Federation
Published by	National Restaurant Association
Publication date	January 2018
Original source	What's Hot 2018 Culinary Forecast, page 11-12
Website URL	<a href="#">visit the website</a>
Notes:	<i>* Forecast. The survey was conducted among professional chef members of the American Culinary Federation. The chefs were given a list of 161 items and were asked to rate each item as a "hot trend," "yesterday's news" or "perennial favorite" for restaurant menus in 2018.</i>

## Description

This statistic shows the leading five trends in main dishes on restaurant menus in the United States as forecasted by professional chefs for 2018. During the survey, 64 percent of the respondents stated that street food-inspired dishes would be a "hot trend" for restaurant menus in 2018.

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# Leading trends in culinary themes on restaurant menus in the United States in 2018\*

Leading trends in culinary themes on restaurant menus in the U.S. in 2018

## Source and methodology information

Source(s)	National Restaurant Association
Conducted by	National Restaurant Association
Survey period	October to November 2017
Region(s)	United States
Number of respondents	700
Age group	18 years and older
Special characteristics	chef members of the American Culinary Federation
Published by	National Restaurant Association
Publication date	January 2018
Original source	What's Hot 2018 Culinary Forecast, page 13
Website URL	<a href="#">visit the website</a>
Notes:	<i>* Forecast. The survey was conducted among professional chef members of the American Culinary Federation. The chefs were given a list of 161 items and were asked to rate each item as a "hot trend," "yesterday's news" or "perennial favorite" for restaurant menus in 2018.</i>

## Description

This statistic shows the leading ten trends in culinary themes on restaurant menus in the United States as forecasted by professional chefs for 2018. During the survey, 66 percent of the respondents stated that environmental sustainability would be a "hot trend" for restaurant menus in 2018.

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# What attributes do you consider the most important when selecting healthy meals?

## Important food attributes when selecting healthy meals 2016

### Source and methodology information

Source(s)	AlixPartners
Conducted by	AlixPartners
Survey period	2016
Region(s)	United States
Number of respondents	986
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	AlixPartners
Publication date	March 2016
Original source	Tall Orders: Higher Wages and Menu Changes, North American Restaurant and Food Service 2016 Outlook, page 7
Website URL	<a href="#">visit the website</a>
Notes:	<i>The source does not specify the type of survey. Multiple answers were possible.</i>

### Description

The statistic shows which food attributes are important to U.S. survey respondents when selecting a healthy meal in 2016. During the survey, 41 percent of respondents cited low-calorie options as important when selecting a healthy meal.

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