

Viewpoint: Despite small percentage of sales, organic food is now 'mainstream' in the US

[O]rganic is mainstream in America in every way except as a significant percentage of total US annual grocery sales.

According to USDA and other sources, organic foods account for between 4%-5% of total US grocery sales.

But percentage of annual sales – remember the rules are different today – isn't the sole indicator of mainstream.

For example, nearly three out of four conventional grocery stores in the US carry organic products. And around 20,000 natural foods stores exist in the US, all of which carry organic products.

Many convenience stores, once the home of only belly-filler junk food, carry organic products, particularly snack foods.

The nation's two major drug chains, Walgreen and CVS, and nearly all the others, sell organic products.

And you'll find organic products at mom and pop grocery markets in big cities like New York, at airport kiosks, and at farm stands in parts of rural America.

Organic is mainstream today. But it's still priced at too high a premium to be purchased regularly by mainstream America.

This too is changing though. But the primary agents of change this time around – I call it the "new store brand organics paradigm" – are grocery retailers.

Read full, original post: Has organic become mainstream in the US?