

Demographic Profile of Organic Consumers

Organic-product purchases are widespread, common choices today. The vast majority of U.S. consumers report using organic food and beverage products. About a third (31%) use them on at least a weekly basis. Here's a snapshot of the demographic composition of organic-consumer segments from The Hartman Group's Organic & Natural 2018 report.

Over 8 in 10 U.S. adults are users of organic food and beverages

85%
ORGANIC USERS
(past 3 months)



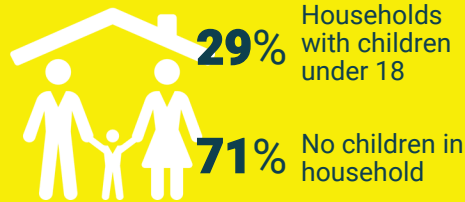
vs. 15% non-users

PERCENTAGE OF ORGANIC USERS AS A SHARE OF ...

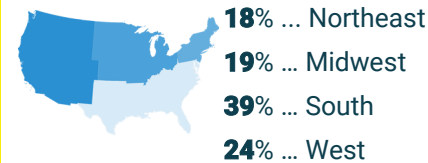
GENDER



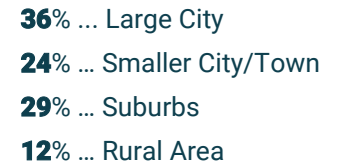
HOUSEHOLD SIZE



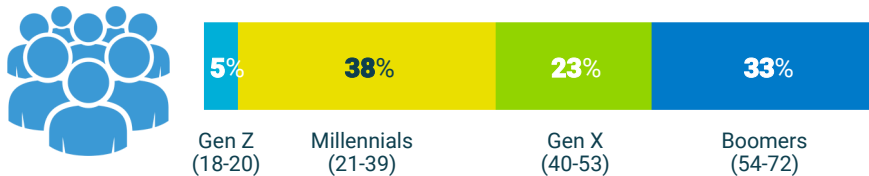
U.S. CENSUS REGION



WHERE THEY LIVE



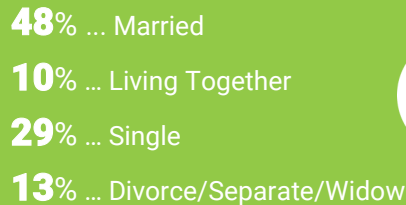
GENERATION



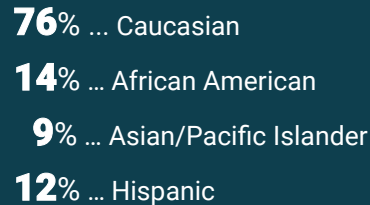
INCOME



MARITAL STATUS



ETHNICITY



EDUCATION

