

2021 Organic Trends

The new normal

The Covid-19 pandemic and successive lockdowns have changed our priorities, but without changing their essence. At the height of the crisis, French people put the epidemic at the top of their concerns (76%), followed by the health system (42%) and global warming (33%).

The two movements shaping society, which are the quest for good health and ecology, are still very much alive, and these are the driving forces of the organic sector.

In this paradigm, certain trends came to a halt, while others made progress. Although concerns regarding plastic temporarily decreased, surpassed by those for safety, the organic sector continues to advocate zero-

waste (and therefore almost zero plastic). Homemade recipes, fresh, organic and local foods have gained in popularity like never before. Home deliveries rocketed, but there is no such thing as all-round virtuous behaviour.

Ultimately, this pandemic will have highlighted the need to return to a certain food sovereignty in towns and the countryside. Another positive factor is the need to be better connected to others and to nature, giving rise to solidarity, empathy and awareness that could be the foundations of a new society.

Yes, this crisis has created another and possible normality: the ecological self, sharing and preservation of living beings.

Macro-Trend #1

Covid-19, and a new ecological self



Trend No. 1

Covid care

Before the pandemic, naturalness and sustainability were the order of the day, unconditionally. These underlying movements are still present, but for some, the primary need for individual safety has taken precedence.

Faced with an environment perceived as worrying, with contacts deemed infectious, new reflexes and (barrier) gestures have developed. Our relationship with the world, ourselves and others is being reinvented, and this way of life looks to be here for the long-term, at least until a vast majority of the population has been vaccinated¹.

We are therefore witnessing the 'Covid-Care' era, with high demand for disinfection, in which even fragrance brands are launching hand sanitizer gels pleasantly scented with oud, bergamot, etc.

The widespread return of hygiene has led to the emergence of consistently effective and ecological solutions in the organic sector, to provide reassurance and convey values and lifestyles.

Proof in products



100% plant-based hand disinfectant by Sonett



4-in-1 disinfectant spray, eliminates 99.99% of bacteria and enveloped viruses with virucidal, bactericidal, yeasticidal and fungicidal action, by Mutyne



Colloidal silver spray, an external and powerful antimicrobial which eliminates over 650 species of microbes, viruses, bacteria, parasites, moulds and fungi, by Vibraforce Laboratoire

¹ Study by Institut Pasteur, Santé publique France and Haute autorité de Santé, April 2021

Trend No. 2

My immunity first

The obsession with being healthy is a groundswell which has intensified with the pandemic. The quest for good health has joined up with the search for immunity, as it has become the best natural defence, a sort of complementary protection to barrier gestures.

While boosting immunity is always a promise inherent in food supplements, it is now redefining food and gastronomic products.

Proof in products



Immunité, a food supplement that boosts the body's resistance, as well as the airways, by Nature SAS



Turmeric almond milk combining the virtues of turmeric, known for its anti-inflammatory properties and immune support with the sweetness of almond milk, by La Mandorle



Black garlic caviar, a gastronomic product that stimulates the immune system and prevents cell ageing, by Iswari-Samadhi



Apivital syrup to boost the immune system, by Vibraforce Laboratoire



Trend No. 3

The strength of my microbiota

Consumers now have better understanding of the concept of gut microbiota and are taking it into account, especially since a scientific link with individual immunity was established. The trend for products with microbiotic valence has continued its rise, moving ahead of lactic ferments in yoghurt and enriching sparkling drinks, juices, smoothies and even nutrition bars.

Good bacteria, i.e. pre-, pro- and post-biotics, have become real partners to strengthen the microbiota.

Proof in products



Olibar, the olive bar that provides polyphenols and plant proteins and helps to balance the microbiome, by Ecoprolive



Pur'Biotic, first organic sparkling juice combining raw Aloe Vera and ferments, boosts gut microbiota, by Ciel d'Azur Labs



Tomato and Celery Stock, a healthy drink (reduced salt, cleansing, maintains the microbiota), by Cossu



Sheep milk kefir, rich in micro-organisms that are beneficial for digestion and for boosting the immune system, by Gaborit



Nutritional Matcha Smoothie which helps boost immunity and improves digestion thanks to probiotics, by Health Link

