



Bio boomt: Naturkost meets Convenience (German Edition)

E. Krug

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Die allgemeine Konsumflaute scheint das Interesse an Naturkost nicht zu beeinträchtigen, da sich die Umsätze im vergangenen Jahr mehr als deutlich erhöht haben. (1), (2), (3) Das Wachstum in diesem Segment lässt sich dadurch erklären, dass der Bioeinkäufer sich über das traditionelle Sortiment hinausgewagt hat und zunehmend auf neue Naturkost-Produkte, wie vor allem Convenience-Nahrungsmittel in Bioqualität, zurückgreift. (4), (5) Dem Zusammenspiel von Bio-Produkten und dem Convenience-Gedanken wird in der Branche ein klares stetig ansteigendes Umsatzplus prognostiziert. (4), (5)



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