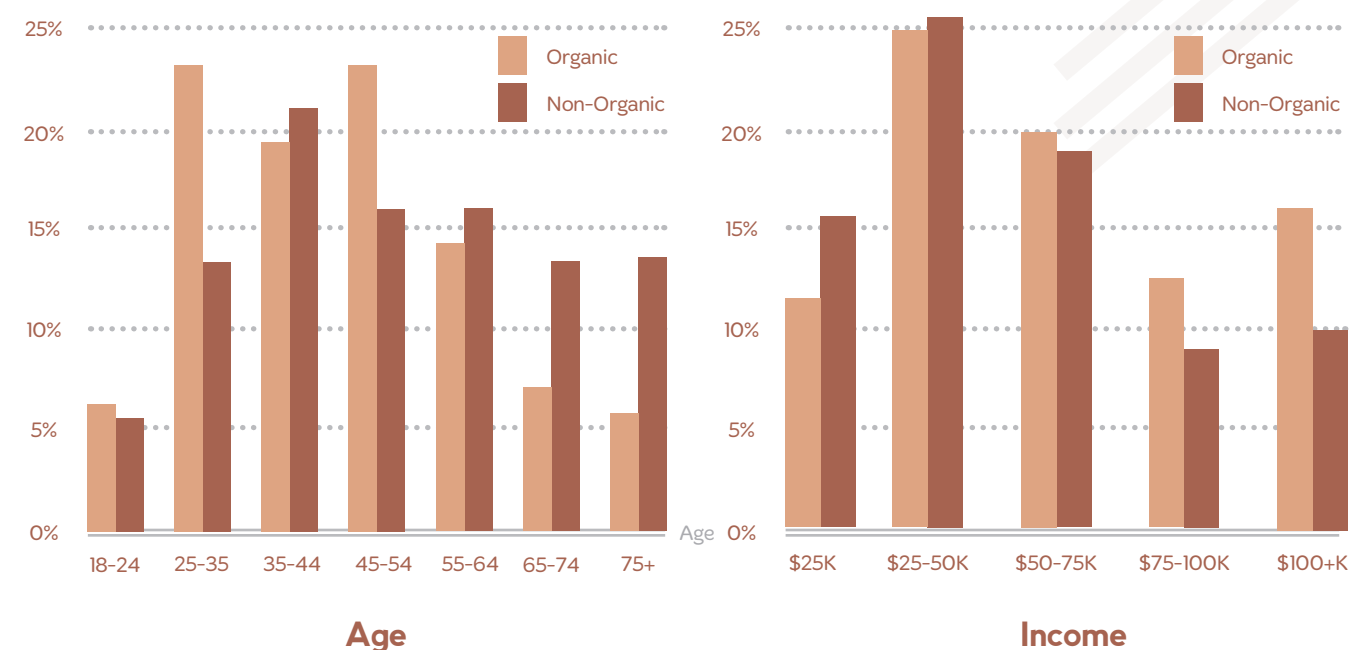


5 MARKET ANALYSIS

This market analysis section will be focusing on the food market, with the aim to identify trend of organic brown rice products from the available data.



Noinaj, J. (2009, April 10). Organic Subculture.

THE FIRST data presented on this page is about organic food. From this graph displayed below, it is clear that the age of those customers who buy organic food seem to lie in between 24-34 and 45-54 years old. And according to this source (*Noinaj, 2009*) there is no significant difference in the gender of the customers who buy organic food. As for the income of those who will be more likely to make purchases in organic food lies between 25,000 – 75,000 USD per year.