

# Demand for Organic Milk Products in Portugal

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## **Abstract**

*Milk consumption patterns are changing in Portugal. Factors like convenience, quality, safety and qualified information increasingly constitute the basis of the Portuguese consumer purchasing decision. Until quite recently, organic milk production did not exist in Portugal. By contrast, demand for organic milk products (OMP) is emerging, while all these products are being sold by foreign companies. This study explores the demand for OMP in Portugal using both direct market observation and multivariate analysis methodology, in particular factor and cluster analysis. It appears that there are specific emerging segments preferring OMP, as they are much more concerned with health attributes and environment protection.*

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