



Marketing research for ecological products market in the city of Iași

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Ecological agriculture is an agricultural system designed to provide consumer food fresh, tasty and authentic at the same time respecting the natural life cycle of systems. From the consumer point of view, ecological agriculture creates quality authentic products without using chemical synthesis. Worldwide, ecological agriculture is practiced in approximately 100 countries and area of land that is managed in ecological agriculture is constantly increasing. Also, the market for ecological agriculture is growing in all European countries, official and unofficial statistics estimating an increase to 10% annually. However the Romanian market for ecological products is still pioneering and synthetic information on demand referring to the domestic market is still insufficient. This article attempts to reduce the uncertainty on this market, making a marketing research to the market of ecological products in the city of Iasi in an attempt to assess their potential and its individualization.