

Global Olive Oil Market: Trends & Opportunities (2012-2017)

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Abstracts

Global olive oil market is one of the fastest growing segments of the global food industry, showing significant growth year after year. Olive oil is the main component of the Mediterranean diet, the health properties of which makes olive oil a food product with a promising future. Seeing the level of consumption and growth opportunities, countries like India and Brazil have launched projects for the cultivation of olive oil, but as of now, there has been limited success.

Spain is the largest producer and exporter of olive oil in the world, followed by Italy. While the US is the third largest consumer of olive oil, after Spain and Italy, the consumption pattern of olive oil in the BRIC countries have shown tremendous growth. It is expected that in the near future, India and China will be on the list of largest consumers of olive oil, as people have started recognizing the health benefits of olive oil and have accepted it as cooking oil.

As the production of olive oil is limited to some specific geography, pricing of olive oil sees major fluctuations when production or cultivation gets affected. For example, the prices of olive oil is likely to surge up due to the drought in Spain, as Spain produces almost half of the world's olive oil and with the fall in harvest of olive oil in 2012, it will have its long-term impact on prices.

The report titled "Global Olive Oil Market": Trends & Opportunities (2012-2017)" offers an in-depth analysis of the global olive oil market, with detailed discussion of the major olive oil producing, consuming, importing and exporting countries. The key market challenges recognized by the analysts and the major trends of the global olive oil market are presented in the report.

Further, key players of the market like Deoleo (formerly known as SOS), Colavita, Borges and Ybarra have been profiled and the growth of the market has been projected taking into consideration various aspects like previous growth patterns, the current trends and the growth drivers.

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