

Specialty Oil Crops Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

The Global Specialty Oil Crops Market was valued at USD 28.8 billion in 2024 and is estimated to grow at a CAGR of 11.9% to reach USD 88.9 billion by 2034.

The strong market performance is being driven by rising demand for healthier cooking oils and growing awareness of the nutritional advantages of plant-based alternatives. A major contributor to growth is the increasing focus on wellness and lifestyle-related conditions, including cardiovascular issues and obesity, pushing consumers toward oils rich in omega-3 and omega-6 fatty acids. Specialty oils are gaining popularity in health-conscious households and functional food segments as consumers actively seek out products with added health benefits and natural ingredient profiles. The expanding use of these oils in the food and beverage industry is being matched by their rising appeal in cosmetics and personal care sectors, where their emollient and therapeutic properties are ideal for skincare, aromatherapy, and hair care applications. Growing demand for transparency and ethical sourcing has also led producers to invest heavily in sustainable agriculture, clean extraction technologies, and environmentally responsible packaging. The global specialty oil crops sector is being shaped by innovation in farming practices and consumer preference for clean-label products, ensuring continued momentum across both food and non-food segments.

In 2024, the olive oil crops segment generated USD 9.1 billion and is expected to grow to USD 25.5 billion by 2034, at a CAGR of 11.7%. This segment remains the market leader due to widespread awareness of its health-enhancing benefits. Olive oil is rich in antioxidants, monounsaturated fats, and anti-inflammatory components, making it a highly preferred choice for consumers prioritizing heart health and overall wellness. Its established global presence and positive endorsement by nutrition professionals further

reinforce its dominant market share.

The cold-pressed oil crops segment held a 38% share in 2024, reflecting growing consumer interest in oils that retain natural nutrients, aroma, and flavor. The minimal processing involved in cold pressing results in high concentrations of vitamins and antioxidants. This aligns well with the clean-label trend and the demand for wholesome, unrefined oils, particularly among premium food brands and health-conscious buyers.

United States Specialty Oil Crops Market generated USD 5.8 billion in 2024 and is forecasted to grow at a CAGR of 10.9% through 2034. Strong government backing for sustainable oilseed research, including support for organic and non-GMO crops, is advancing the domestic market. Consumers are embracing expeller-press and cold-press oils for their purity and health benefits, fueling steady growth in the culinary space. Continued innovation and commitment to cleaner, healthier alternatives have placed the U.S. at the forefront of specialty oil trends.

Key companies shaping the Global Specialty Oil Crops Market include Wilmar International, Olam Agri (Olam International), Cargill Inc., Archer Daniels Midland (ADM), and Bunge Limited. Leading players in the specialty oil crops market are leveraging a mix of innovation, sustainability, and consumer engagement to strengthen their foothold. Companies are heavily investing in advanced cold-press and organic oil extraction technologies to retain nutritional integrity while meeting clean-label standards. Strategic collaborations with farmers for non-GMO and traceable sourcing ensure transparency and strengthen supply chains. Many brands are launching premium, small-batch products that cater to niche consumer segments, including those focused on vegan, functional, and therapeutic uses. Packaging innovation using eco-friendly materials is also a core strategy, as brands align with consumer demand for sustainability.

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