

# **Cold Pressed Oil Market Report by Product Type (Palm Oil, Coconut Oil, Cottonseed Oil, Olive Oil, Palm Kernel Oil, Peanut Oil, Rapeseed Oil, Soybean Oil, Sunflower Seed Oil), Distribution Channel (Hypermarkets and Supermarkets, Convenience Stores, Online, and Others), Application (Food Industry, Agriculture, Cosmetics and Personal Care Industry), and Region 2024-2032**

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## **Abstracts**

The global cold pressed oil market size reached US\$ 30.0 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 46.1 Billion by 2032, exhibiting a growth rate (CAGR) of 4.78% during 2024-2032. The market is experiencing steady growth driven by the growing health consciousness among the masses, rising awareness about the benefits of eating healthy to prevent the occurrence of lifestyle disorders, and increasing availability of various oils via e-commerce platforms.

**Cold Pressed Oil Market Analysis:**

**Market Growth and Size:** The global cold-pressed oil market is experiencing moderate growth, driven by the increasing demand for healthier and natural food options.

**Major Market Drivers:** Key trends include technological advancements in cold pressing techniques, rising consumer awareness about the benefits of cold-pressed oils, and increasing health consciousness among the masses.

**Technological Advancements:** Rapid technological advancements are improving the efficiency of cold-pressing methods, leading to higher-quality oil production while retaining essential nutrients.

**Industry Applications:** Cold-pressed oil finds applications in the food and beverage

(F&B), agriculture (as inputs for crop protection and nutrition), and cosmetics and personal care industry, catering to diverse consumer needs.

**Key Market Trends:** Key trends include the rising availability of specialty oils like avocado and walnut, the escalating demand for certified sustainable sources, and the influence of traditional culinary practices on regional consumption patterns.

**Geographical Trends:** Asia Pacific leads the market share due to the rising consumption of cold pressed oil among the masses. Nonetheless, North America is emerging as a fast-growing market on account of the increasing advancements in cold pressing techniques.

**Competitive Landscape:** Key players are expanding product portfolios, emphasizing sustainability, and investing in marketing efforts to educate consumers.

**Challenges and Opportunities:** Challenges include addressing sustainability concerns and competition from traditional oils. However, opportunities for meeting the demand for healthier cooking options, introducing innovative cold-pressed oil varieties, and tapping into the growing online grocery market to reach a broader consumer base are projected to overcome these challenges.

#### Cold Pressed Oil Market Trends:

##### Health and Wellness Trends

At present, the prevailing health and wellness trends is encouraging individuals to utilize cold pressed oils in their recipes. Consumers are becoming increasingly conscious of their dietary choices, seeking products that align with their pursuit of healthier lifestyles. Cold-pressed oils are emerging as a favored option due to their perceived health benefits. Cold-pressed oils are produced through a method that involves minimal heat and processing, which helps preserve the natural flavors, colors, and nutritional content of the oil. This process retains essential nutrients like vitamins, antioxidants, and healthy fats, making these oils a wholesome choice for health-conscious individuals.

Additionally, cold-pressed oils are known for being free from harmful chemicals, additives, and solvents that are often used in traditional oil extraction processes. This purity and naturalness appeal to consumers who are concerned about the potential negative effects of synthetic additives. As a result, consumers are increasingly incorporating cold-pressed oils into their diets, whether for cooking, salad dressings, or as dietary supplements.

##### Rising Consumer Awareness

The rising awareness among consumers about the advantages of cold pressed oils is propelling the growth of the market. Numerous consumers were unaware of the

differences between cold-pressed oils and conventionally processed oils. However, this knowledge gap is rapidly closing as information becomes more accessible. Cold-pressed oils stand out for their unique production process. They are extracted from seeds, nuts, or fruits without the application of high heat, chemicals, or solvents. This gentle method helps retain the natural flavors and nutritional properties of oil, including higher levels of antioxidants and essential fatty acids. The internet and social media are playing pivotal roles in spreading awareness. Consumers can easily access articles, videos, and social media content that highlight the benefits of cold-pressed oils. This information empowers individuals to make informed choices about their dietary habits, driving them to seek out these healthier alternatives. Additionally, health professionals and nutritionists often recommend cold-pressed oils due to their nutritional profile. This endorsement further solidifies consumer confidence in the product category, contributing to its growing popularity. As consumers are becoming increasingly informed about the advantages of cold-pressed oils, they are more likely to integrate these oils into their daily cooking and dietary routines.

### Sustainable and Eco-Friendly Practices

Sustainability and eco-friendliness are critical factors supporting the cold-pressed oil market. Besides this, consumers are seeking products that align with sustainable and ethical practices. Cold-pressed oils are garnering attention for their environment-friendly production methods. Unlike traditional oil extraction processes, cold pressing minimizes energy consumption and reduces the emission of greenhouse gases. The absence of heat-intensive refining and chemical treatments significantly lowers the carbon footprint associated with cold-pressed oil production. This eco-friendly approach appeals to environmentally conscious consumers who prioritize products that have a reduced negative impact on the planet. Many companies producing cold-pressed oils are also investing in sustainable sourcing of raw materials. They work closely with farmers who adopt organic farming practices, which not only contribute to the quality of the oil but also promote sustainable agriculture. Moreover, the packaging of cold-pressed oils often reflects eco-conscious choices, with many brands opting for recyclable or biodegradable materials. This holistic approach to sustainability resonates with consumers who are increasingly inclined to support brands that prioritize eco-friendliness.

### Cold Pressed Oil Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global, regional, and country levels for 2024-2032. Our report has categorized the market based on product type, distribution channel, and application.

## Breakup by Product Type:

- Palm Oil
- Coconut Oil
- Cottonseed Oil
- Olive Oil
- Palm Kernel Oil
- Peanut Oil
- Rapeseed Oil
- Soybean Oil
- Sunflower Seed Oil

Palm oil accounts for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the product type. This includes palm oil, coconut oil, cotton seed oil, olive oil, palm kernel oil, peanut oil, rapeseed oil, soybean oil, and sunflower seed oil. According to the report, palm oil represented the largest segment.

Palm oil stands out as the largest segment in the edible oil market. Its dominance can be attributed to its versatility, affordability, and wide range of applications. It is used extensively in both food and non-food industries and is a staple in various cuisines and processed foods. Additionally, it serves as a key ingredient in personal care products and biodiesel production.

Coconut oil holds a significant market share due to its perceived health benefits and diverse uses. It is well-regarded for its natural flavor, making it a preferred choice for cooking and baking. Moreover, coconut oil is gaining popularity in the beauty and personal care industry, with applications ranging from skincare to haircare products.

Cottonseed oil, extracted from the seeds of cotton plants, occupies a notable position in the edible oil market. It is a common choice for frying and cooking due to its high smoke point. Additionally, cottonseed oil is valued for its neutral flavor profile, making it suitable for a variety of culinary applications.

Olive oil, particularly extra virgin olive oil, holds a premium position in the market. It is celebrated for its exceptional flavor and health benefits. As consumers increasingly prioritize health-conscious choices, the demand for olive oil is rising. Olive oil is used in

salad dressings, cooking, and as a dipping oil.

Palm kernel oil is derived from the seeds of oil palm fruits. It shares some applications with palm oil but has a distinct flavor profile and composition. It is often used in baking and confectionery due to its solid texture at room temperature.

Breakup by Distribution Channel:

Hypermarkets and Supermarkets

Convenience Stores

Online

Others

Hypermarkets and supermarkets hold the largest share in the industry

A detailed breakup and analysis of the market based on the distribution channel have also been provided in the report. This includes hypermarkets and supermarkets, convenience stores, online, and others. According to the report, hypermarkets and supermarkets accounted for the largest market share.

Hypermarkets and supermarkets offer a wide range of edible oil brands and variants under one roof, providing consumers with convenience and variety. Shoppers often prefer to purchase edible oils in these stores due to their accessibility, competitive pricing, and the ability to compare different brands and sizes. Additionally, the visibility and shelf space allocated to edible oils in hypermarkets and supermarkets play a crucial role in influencing consumer choices. The convenience of one-stop shopping, coupled with the trust consumers place in these established retail chains, makes them highly popular.

Convenience stores cater to consumers looking for quick and immediate purchases. The convenience factor is particularly appealing to urban consumers with busy lifestyles who need to grab essential items on the go. These stores often stock smaller-sized edible oil containers that are suitable for single or immediate use, making them a convenient option for some consumers.

The online distribution channel has been experiencing rapid growth in the edible oil market, driven by the rise of e-commerce platforms. Online retailers offer consumers the convenience of shopping from the comfort of their homes and provide access to a vast array of edible oil brands and specialty products. The online segment appeals to a tech-

savvy demographic seeking a wide selection, competitive prices, and the convenience of doorstep delivery.

Breakup by Application:

Food Industry

Agriculture

Cosmetics and Personal Care Industry

Food industry represents the leading market segment

The report has provided a detailed breakup and analysis of the market based on the application. This includes the food industry, agriculture, and cosmetics and personal care industry. According to the report, the food industry represented the largest segment.

The food industry stands as the largest segment in the market. Edible oils are essential ingredients in countless food products and culinary preparations. They are used for frying, sautéing, baking, and as base ingredients in various cuisines. Edible oils not only provide the necessary cooking medium but also contribute to flavor and texture, making them indispensable in the food industry. The versatility of edible oils, ranging from palm and vegetable oils for frying to olive and coconut oils for specialty dishes, caters to diverse culinary needs. The demand for edible oils in the food and beverage (F&B) industry remains consistently high, driven by the global consumption of processed and restaurant foods.

The agriculture segment represents a significant application of edible oils, primarily in the form of vegetable oils and seed oils. These oils are utilized in agriculture as inputs for crop protection and nutrition. They are incorporated into pesticides, herbicides, and fertilizers to enhance their effectiveness and aid in crop growth. Additionally, some edible oils, such as neem oil, have natural pesticidal properties and are employed in organic farming practices.

Edible oils are used in various cosmetics and personal care industry due to their skin-nourishing properties and natural origins. Oils like coconut, almond, and olive are commonly used in skincare and haircare products. They provide moisturization, act as emollients, and offer benefits, such as anti-aging and hair strengthening. As individuals increasingly seek natural and organic ingredients in their personal care products, the demand for edible oils is rising.

## Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Asia Pacific leads the market, accounting for the largest cold pressed oil market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Asia Pacific accounted for the largest market share.

The Asia Pacific cold pressed oil market is driven by factors, such as increasing emphasis on health and wellness, with consumers seeking healthier dietary options.



Cold-pressed oils are gaining popularity due to their perceived health benefits and natural production methods. Consumers are increasingly concerned about sustainability and transparency in food production. They are looking for cold-pressed oils that are sustainably sourced and produced, driving the market for eco-friendly products.

North America maintains a strong presence driven by the increasing health consciousness among the masses. Cold-pressed oils are perceived as a healthier alternative to refined oils, contributing to their popularity.

Europe stands as another key region in the market, driven by factors such as stringent environmental regulations and the need for minimally processed products that are free from additives.

Latin America exhibits growing potential in the cold pressed oil market, fueled by the increasing popularity of cold pressed oils among the masses.

The Middle East and Africa region show a developing market for cold pressed oil, primarily driven by the increasing popularity of consuming healthy diets among the masses.

#### Leading Key Players in the Cold Pressed Oil Industry:

Key players in the cold-pressed oil market are actively pursuing several strategies to maintain their market presence and meet evolving consumer demands. They are also focusing on expanding their product portfolios by introducing a wider range of cold-pressed oils, including specialty and organic options, to cater to diverse consumer preferences. Top companies are emphasizing sustainability in their sourcing and production processes, often seeking certifications for sustainable and ethical practices to align with the growing eco-conscious consumer base. They are also investing in marketing and branding efforts to highlight the health benefits and natural characteristics of their products, aiming to educate consumers about the advantages of cold-pressed oils. Additionally, leading companies are leveraging e-commerce and online sales channels to reach a wider audience and capitalize on the growing trend of online grocery shopping.

The market research report has provided a comprehensive analysis of the competitive landscape. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

**Bunge Limited**



FreshMill Oils  
Gramiyum NatureFresh  
Lala Jagdish Prasad & Company (Lala Group)  
Naissance Trading  
Statfold Seed Oils Ltd.

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

#### Latest News:

November 2023: Bunge Limited joined forces with Musim Mas Group to foster sustainable practices among smallholder farmers in Sambas, West Kalimantan, Indonesia. The collaboration aims to provide training for over 1,000 independent smallholders, equipping them with the skills needed for sustainable palm oil production.

#### Key Questions Answered in This Report

1. What was the size of the global cold pressed oil market in 2023?
2. What is the expected growth rate of the global cold pressed oil market during 2024-2032?
3. What are the key factors driving the global cold pressed oil market?
4. What has been the impact of COVID-19 on the global cold pressed oil market?
5. What is the breakup of the global cold pressed oil market based on the product type?
6. What is the breakup of the global cold pressed oil market based on the distribution channel?
7. What is the breakup of the global cold pressed oil market based on the application?
8. What are the key regions in the global cold pressed oil market?
9. Who are the key players/companies in the global cold pressed oil market?

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