

Europe Olive Oil Market Size, Share, Trends & Analysis by Type (Refined/Pure, Virgin, Extra Virgin, Others), by Packaging (Bottles, Pouches, Cans), by End-User (Household/Retail, Foodservice, Food Manufacturing, Others), by Distribution Channel (Offline, Online) and Region, with Forecasts from 2025 to 2034.

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Abstracts

The Europe Olive Oil Market is set to experience significant growth from 2025 to 2034, driven by increasing consumer preference for healthy and natural oils, growing demand for premium and organic products, and widespread culinary use across households and commercial food sectors. Olive oil, valued for its nutritional benefits, antioxidant properties, and versatility in cooking, continues to gain popularity across European countries. Valued at USD XX.XX billion in 2025, the market is projected to grow at a CAGR of XX.XX%, reaching USD XX.XX billion by 2034.

Definition and Scope of Olive Oil

Olive oil is obtained from olives and categorized into refined/pure, virgin, extra virgin, and other specialty oils based on extraction and refinement processes. The market includes diverse packaging formats such as bottles, pouches, and cans to meet consumer preferences. Olive oil serves a broad range of end-users in Europe, including households, foodservice establishments, and food manufacturing industries. Products are distributed via both offline retail channels and online platforms.

Market Drivers

Health-conscious Consumer Trends: Rising awareness of cardiovascular benefits, antioxidants, and healthy dietary practices is driving demand for olive oil, especially extra virgin varieties.

Premiumization and Culinary Preference: European consumers are increasingly seeking high-quality, authentic, and organic olive oils, driving growth in the premium segment.

Expansion in Foodservice and Gourmet Use: Olive oil is widely used in restaurants, catering services, and gourmet cooking, contributing to demand in commercial segments.

Growth of Online and Specialty Retail Channels: E-commerce platforms and gourmet retail outlets are increasing accessibility and convenience, supporting market expansion across Europe.

Market Restraints

High Price Compared to Alternative Oils: Olive oil is costlier than other cooking oils, which may restrict adoption among price-sensitive consumers.

Supply Chain and Production Challenges: Fluctuating olive yields due to climate variations and labor-intensive harvesting can impact supply stability and pricing.

Adulteration and Quality Concerns: The presence of low-quality or counterfeit products in the market can affect consumer confidence and limit growth.

Opportunities

Expansion in Emerging European Markets: Rising urbanization, disposable incomes, and culinary awareness in Eastern Europe present new growth opportunities.

Product Innovation: Flavored, organic, fortified, and functional olive oils offer avenues to attract health-conscious and gourmet consumers.

Industrial Applications in Food Manufacturing: Increasing use of olive oil in

bakery, processed foods, and snacks is driving growth in commercial and industrial segments.

Sustainable and Eco-friendly Packaging: Demand for recyclable and environmentally responsible packaging formats, including bottles, pouches, and cans, provides opportunities for differentiation.

Market Segmentation Analysis

By Type

Refined/Pure

Virgin

Extra Virgin

Others

By Packaging

Bottles

Pouches

Cans

By End-User

Household/Retail

Foodservice

Food Manufacturing

Others

By Distribution Channel

Offline

Online

Regional Analysis

Southern Europe: Countries such as Italy, Spain, and Greece dominate the olive oil market, driven by Mediterranean diet practices and traditional consumption.

Western Europe: High health awareness, premium product demand, and established retail channels support steady market growth.

Eastern Europe: Increasing urbanization, rising disposable incomes, and growing culinary interest are creating new growth opportunities.

The Europe Olive Oil Market is positioned for substantial growth in the coming years, driven by rising health awareness, premiumization trends, and expanding culinary and industrial applications. As households, restaurants, and food manufacturers increasingly focus on healthy and high-quality products, the market for olive oil is expected to expand, offering numerous opportunities for innovation and market penetration.

Competitive Landscape

The Europe Olive Oil Market is highly competitive, with key players focusing on quality improvement, product innovation, and expanding distribution channels to capture market share. Key players in the market include:

Deoleo S.A.
Sovena Group
Borges International Group
Salov Group
Emirates Industry for Camel Milk & Olive Oil
COFCO International
Oliviers & Co.
Mazola (ACH Food Companies)
La Espanola

Filippo Berio

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