

Olive Oil Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Virgin Olive Oil, Refined Olive Oil and Pomace Olive Oil), By Application (Food, Beverages, Personal Care and Pharmaceuticals), By Distribution Channel (Institutional/Direct Sales Vs. Retail Sales), By Region & Competition, 2021-2031F

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Abstracts

The Global Olive Oil Market is projected to expand from USD 17.23 Billion in 2025 to USD 24.19 Billion by 2031, registering a CAGR of 5.82%. Derived from the pressing of whole olives, predominantly cultivated in the Mediterranean Basin, this liquid fat is highly prized for its nutritional benefits and culinary versatility. The market's foundation is strengthened by the increasing global adherence to the Mediterranean diet, which promotes the intake of healthy monounsaturated fats for cardiovascular well-being, while a surging demand for premium, unprocessed edible oils in households and food service sectors further fuels consumption independent of temporary lifestyle trends.

Nevertheless, the industry confronts significant hurdles arising from climatic volatility, where extreme weather patterns can interrupt supply chains and cause severe price fluctuations. Data from the International Olive Council indicates that global olive oil production for the 2024/25 crop year is expected to reach 3.38 million tonnes in 2025, marking a notable recovery from prior harvest deficits. Despite this upturn, the persistent threat of drought in key production areas continues to pose a critical challenge, potentially impeding steady market growth and long-term price stability.

Market Driver

Growing consumer recognition of cardiovascular and nutritional advantages serves as the main driver reshaping the global olive oil market and fueling the recovery in consumption rates. This trend is rooted in the widening adoption of the Mediterranean diet, which positions olive oil not merely as a cooking ingredient but as a preventative functional food abundant in polyphenols and monounsaturated fats. This health-focused transition has demonstrated resilience against price instability, keeping demand strong even as supply chains normalize; indeed, the International Olive Council's January 2025 sector update forecasts global consumption to rebound to 3.06 million tonnes for the 2024/25 crop year, reflecting an enduring commitment to health-conscious dietary habits.

The increasing appetite for premium extra virgin and organic olive oil further enhances market value, prompting producers to emphasize quality assurance and traceability rather than simple volume. As sophisticated consumers place greater importance on purity and organoleptic characteristics, leading industry figures have successfully sustained revenue growth by shifting towards these high-margin segments to balance lower sales volumes with higher unit costs. For example, in February 2025, Deoleo reported a 19% increase in sales revenue to €996 million for the 2024 fiscal year, attributed to the strength of its premium brands, while the Spanish Ministry of Agriculture, Fisheries and Food simultaneously forecasted national production to hit 1.38 million tonnes for the current campaign to meet this specialized demand.

Market Challenge

Climatic volatility represents a significant obstacle to the continued expansion of the global olive oil market. Because production is heavily concentrated in the Mediterranean Basin, the sector is distinctively susceptible to extreme weather phenomena like extended droughts and heatwaves, which disturb natural growing cycles. This environmental unpredictability makes it difficult for producers to assure consistent volumes for international retailers and food manufacturers who rely on stable supply chains, leading to erratic pricing structures that discourage long-term contracts and create consumer confusion regarding availability.

The direct consequence of this instability is reflected in severe fluctuations in market value, which undermine buyer confidence and hinder effective inventory planning. As reported by the International Olive Council in February 2025, the average price for European Union olive oil exports to non-member nations fell by 31.9% relative to the prior year. Such extreme year-over-year variations highlight the market's difficulty in sustaining the economic balance required for steady growth, and as long as these

repetitive weather patterns generate financial uncertainty, the industry will face challenges in fully leveraging the growing global demand for healthy edible oils.

Market Trends

The shift towards sustainable and refillable packaging formats is quickly becoming a pivotal trend, motivated by the dual need to minimize environmental footprints and maintain product quality. Producers are increasingly moving away from conventional glass bottles in favor of lightweight aluminum cans and bag-in-box options, which provide superior defense against light and oxygen—the primary causes of oxidation. This transition not only prolongs shelf life but also drastically reduces shipping weights and carbon emissions; for example, in December 2024, Olive Oil Times reported that the Greek producer Neolea introduced a new line of extra virgin olive oil in recyclable aluminum cans with reusable caps, designed to reduce waste while ensuring lasting freshness.

Concurrently, the growth of direct-to-consumer digital sales channels is transforming the market's distribution framework, enabling producers to circumvent traditional retail limitations. By utilizing e-commerce platforms, manufacturers can achieve better profit margins and build direct connections with shoppers, which is crucial for securing revenue stability during supply chain variations. According to Alifood in November 2024, proprietary online sales channels for Italian olive oil producers expanded to represent 5.9% of total sales, highlighting the sector's strategic dependence on digital infrastructure to navigate around intermediary price pressures and offer exclusive products directly to buyers.

Key Market Players

Deoleo

SOVENA

GRUPPO SALOV

Del Monte Foods Private Limited

California Olive Ranch, Inc.

Borges INTERNATIONAL GROUP, S.L.U.

POMPEIAN

Cargill

Conagra Brands

Modi Naturals Ltd.

Report Scope

In this report, the Global Olive Oil Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Olive Oil Market, By Type

Virgin Olive Oil

Refined Olive Oil

Pomace Olive Oil

Olive Oil Market, By Application

Food

Beverages

Personal Care

Pharmaceuticals

Olive Oil Market, By Distribution Channel

Institutional/Direct Sales Vs. Retail Sales

Olive Oil Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Olive Oil Market.

Available Customizations:

Global Olive Oil Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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