

# **Cooking Oil Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Soy Oil, Palm Oil, Sunflower Oil, Others), By Application (Residential, Commercial), By Region, By Competition, 2018-2028**

<https://marketpublishers.com/r/CB6EF4529A1AEN.html>

Date: November 2023

Pages: 181

Price: US\$ 4,900.00 (Single User License)

ID: CB6EF4529A1AEN

## **Abstracts**

Global Cooking Oil Market has valued at USD 202.3 Billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 4.7% through 2028.

The global cooking oil market is characterized by its dynamic and multifaceted nature, shaped by a confluence of factors that cater to evolving consumer preferences, health considerations, and sustainability trends. As societies become increasingly health-conscious, there is a growing demand for cooking oils perceived as healthier alternatives. This has led to a shift from traditional options to oils with lower saturated fats and higher nutritional profiles, such as olive oil, avocado oil, and other plant-based options. Moreover, the market is heavily influenced by the diverse culinary preferences of global populations, leading to a wide array of cooking oils derived from various sources, including palm, soybean, sunflower, and canola.

Sustainability has emerged as a pivotal driver in the cooking oil market, with consumers expressing concerns about the environmental impact and ethical considerations associated with production processes. Consequently, there is a rising interest in sustainably sourced and produced cooking oils. The industry is witnessing a notable increase in certifications and labels highlighting eco-friendly and ethical practices.

Competition within the cooking oil market is fierce, prompting manufacturers to innovate and differentiate their products. From introducing unique blends to incorporating functional ingredients, companies are vying for consumer attention and loyalty.

Additionally, the market is influenced by geopolitical factors, weather conditions affecting crop yields, and fluctuations in commodity prices. As the global population continues to grow and urbanize, influencing lifestyle changes and dietary habits, the cooking oil market is likely to remain a dynamic and responsive sector, adapting to emerging trends and consumer demands.

## Key Market Drivers

### Health and Wellness Trends

One of the primary drivers of the cooking oil market is the growing emphasis on health and wellness among consumers. As awareness regarding the impact of dietary choices on well-being increases, individuals are making conscious decisions to adopt healthier lifestyles. This trend is significantly shaping the demand for cooking oils, with a shift towards options perceived as more health-friendly. Oils with lower saturated fats, such as olive oil and avocado oil, are gaining popularity as consumers seek alternatives that align with their health goals. Additionally, the demand for functional cooking oils, enriched with nutrients like omega-3 fatty acids, is on the rise, reflecting a broader societal commitment to nutrition-focused choices.

### Sustainability and Ethical Sourcing

The cooking oil market is experiencing a paradigm shift driven by growing environmental consciousness and ethical considerations. Consumers are increasingly concerned about the ecological impact of agricultural practices associated with cooking oil production. As a result, there is a rising demand for sustainably sourced and produced cooking oils. Companies are responding by adopting eco-friendly practices, obtaining certifications that highlight ethical sourcing, and promoting transparency in their supply chains. This sustainability-driven shift extends beyond environmental concerns to encompass social responsibility, as consumers seek assurance that their cooking oil choices align with ethical labor practices and fair trade principles.

### Culinary Diversity and Globalization

The culinary landscape is evolving with globalization, leading to a diverse array of cooking oils entering the market. Different regions and cultures have distinct preferences for cooking oils based on taste, tradition, and local availability. This diversity is influencing the global cooking oil market, with consumers experimenting with oils beyond their traditional choices. For example, palm oil, a staple in Southeast Asian

cuisine, has gained prominence in various global markets. Sunflower oil, a popular choice in Eastern Europe, has found a place on shelves worldwide. This culinary cross-pollination is creating opportunities for niche and exotic cooking oils, fostering a market environment where variety and uniqueness are celebrated.

### Innovations and Technological Advancements

Rapid advancements in technology are catalyzing innovation in the cooking oil industry. Manufacturers are leveraging cutting-edge processes to enhance the quality, flavor, and nutritional content of cooking oils. Extraction methods, such as cold-pressing, are gaining traction for preserving the natural attributes of oils. Additionally, there is a trend towards developing cooking oils fortified with vitamins, antioxidants, and other functional ingredients to appeal to health-conscious consumers. The use of genetic engineering and biotechnology is also contributing to the creation of genetically modified oils with improved traits, such as increased resistance to pests or enhanced nutritional profiles. Technological innovations are not only influencing the production side but are also shaping packaging and distribution processes, ensuring that cooking oils reach consumers in optimal conditions.

### Market Competition and Economic Factors

The cooking oil market is characterized by intense competition, with numerous players vying for market share. This competition is driven by factors such as price, quality, branding, and product innovation. Economic considerations, including fluctuations in commodity prices and income levels, play a significant role in shaping consumer purchasing behavior. For example, during periods of economic uncertainty, consumers may gravitate towards more affordable cooking oil options. Conversely, in times of economic prosperity, there may be an increased willingness to explore premium and niche cooking oils. The competitive landscape is also influenced by geopolitical factors, trade policies, and the availability of raw materials, all of which impact the production, pricing, and distribution of cooking oils on a global scale.

### Key Market Challenges

#### Environmental Sustainability and Deforestation

Perhaps one of the most significant challenges confronting the cooking oil industry is its environmental impact, particularly in relation to deforestation. Large-scale cultivation of oilseeds, such as palm oil and soybeans, has been associated with deforestation,

habitat destruction, and biodiversity loss. The expansion of agricultural land for oilseed production contributes to the degradation of natural ecosystems, including rainforests, leading to adverse consequences for climate change and wildlife. This environmental concern has prompted increased scrutiny from consumers, advocacy groups, and regulatory bodies, urging the industry to adopt sustainable practices.

Addressing this challenge requires a comprehensive approach that includes the adoption of sustainable agricultural practices, certification programs, and the promotion of agroforestry to mitigate deforestation risks. Companies in the cooking oil sector are under pressure to source raw materials responsibly, engage in reforestation efforts, and enhance transparency in their supply chains to demonstrate a commitment to environmental sustainability. Striking a balance between meeting the global demand for cooking oils and minimizing ecological impacts is an ongoing challenge that necessitates collaboration across the industry and with environmental organizations.

### Health and Nutritional Concerns

While health consciousness is a driver for some consumers, it also presents a challenge for the cooking oil industry, particularly when it comes to addressing conflicting nutritional information and evolving dietary trends. The industry must grapple with the perception that certain cooking oils are unhealthy due to their high saturated fat content or association with certain health conditions. This challenge is compounded by the proliferation of fad diets and misinformation, leading to confusion among consumers about which cooking oils are genuinely beneficial for their health.

To overcome this challenge, the industry must invest in robust research and communication strategies to provide accurate and science-backed information about the nutritional profiles of different cooking oils. Collaborating with health professionals and nutritionists can help establish a credible dialogue with consumers. Additionally, there is an opportunity for the industry to innovate by developing cooking oils with enhanced nutritional benefits, such as those fortified with essential vitamins and antioxidants. Creating awareness about the role of moderation and balance in dietary choices is crucial to navigating the complex landscape of health-related concerns associated with cooking oils.

### Market Volatility and Economic Uncertainty

The cooking oil market is highly influenced by economic factors, including fluctuations in commodity prices, currency exchange rates, and geopolitical events. Variability in the

prices of key commodities like palm oil, soybean oil, and sunflower oil can significantly impact the cost structure for manufacturers, influencing pricing strategies and profit margins. Economic downturns, trade disputes, and geopolitical tensions can disrupt supply chains, affecting the availability and affordability of cooking oils.

To address this challenge, industry players must adopt agile and adaptive business strategies that account for economic uncertainties. Diversifying sources of raw materials and establishing resilient supply chains can help mitigate the impact of market volatility. Companies may also explore risk management mechanisms, such as hedging strategies, to protect against sudden and adverse shifts in commodity prices. Collaboration with international organizations and industry associations can provide insights into global economic trends and facilitate coordinated responses to challenges arising from economic uncertainty.

### Regulatory Complexity and Compliance

The cooking oil industry operates in a regulatory landscape that is both complex and subject to constant evolution. Regulatory challenges include compliance with food safety standards, labeling requirements, and environmental regulations. Additionally, there is a growing trend towards more stringent regulations addressing issues such as trans fats, which may necessitate reformulations of certain cooking oils. Navigating this intricate regulatory environment requires significant investments in research and development, as well as ongoing efforts to stay abreast of legislative changes.

To overcome regulatory challenges, companies in the cooking oil industry must prioritize compliance and proactively engage with regulatory bodies to contribute to the development of informed policies. Investing in quality control measures and traceability systems is crucial to ensuring adherence to food safety standards. Moreover, industry collaboration and knowledge-sharing platforms can facilitate the development of best practices that align with evolving regulatory requirements. By viewing compliance not just as a legal obligation but as a commitment to consumer safety and environmental responsibility, companies can turn regulatory challenges into opportunities for building trust and credibility in the market.

### Key Market Trends

#### Rise of Plant-Based and Specialty Oils

A significant trend in the cooking oil market is the growing popularity of plant-based and

specialty oils. With the increasing emphasis on health and wellness, consumers are exploring alternatives to traditional cooking oils. Plant-based options, such as avocado oil, coconut oil, and olive oil, have gained traction due to their perceived health benefits. Avocado oil, for instance, is celebrated for its high monounsaturated fat content and versatility in high-heat cooking. Coconut oil, with its distinctive flavor and potential health advantages, has also become a popular choice.

Specialty oils, including those derived from nuts and seeds, are carving a niche in the market. Walnut oil, almond oil, and flaxseed oil are gaining recognition for their unique flavors and nutritional profiles. This trend aligns with the broader shift towards diverse and exotic culinary experiences, as consumers seek oils that not only enhance the taste of their dishes but also offer specific health benefits.

### Focus on Sustainable Sourcing and Production

Sustainability has emerged as a pivotal trend shaping the cooking oil industry. With increasing environmental awareness, consumers are seeking products that prioritize ethical sourcing and environmentally responsible production practices. The production of certain cooking oils, particularly palm oil and soybean oil, has been associated with deforestation and habitat destruction. In response, there is a growing demand for cooking oils that are certified as sustainably sourced, promoting practices that minimize ecological impact and support biodiversity.

Industry players are responding by adopting sustainable sourcing initiatives, obtaining certifications such as RSPO (Roundtable on Sustainable Palm Oil), and enhancing transparency in their supply chains. The emphasis on sustainability extends beyond sourcing to include eco-friendly packaging and reduced carbon footprints. This trend reflects a broader societal shift towards conscious consumption, where consumers actively seek products aligned with their values of environmental stewardship and ethical responsibility.

### Innovation in Functional Cooking Oils

The cooking oil market is experiencing a wave of innovation with the introduction of functional oils that go beyond basic cooking requirements. Consumers are increasingly interested in oils that offer additional health benefits, such as improved heart health, enhanced immunity, or better skin health. This has led to the development of cooking oils fortified with vitamins, antioxidants, and omega-3 fatty acids.

For example, omega-3 enriched oils derived from sources like algae or flaxseed cater to consumers looking to boost their intake of essential fatty acids. Additionally, the inclusion of antioxidants such as vitamin E adds a health-conscious dimension to cooking oil choices. As the awareness of the link between diet and overall well-being grows, the trend of functional cooking oils is likely to expand, providing consumers with options that align with their health goals.

### E-commerce and Direct-to-Consumer Channels

The rise of e-commerce has significantly impacted the distribution channels in the cooking oil industry. Consumers increasingly prefer the convenience of online shopping, and this trend has accelerated, especially in the wake of global events that have shaped new consumer behaviors. The direct-to-consumer (DTC) model allows cooking oil producers to reach customers more efficiently, offering a wider range of products and catering to specific preferences.

E-commerce platforms enable consumers to explore and purchase specialty or niche cooking oils that may not be readily available in traditional brick-and-mortar stores. This trend is reshaping the competitive landscape, as smaller producers can now compete on a more level playing field with established brands. Additionally, the direct connection between producers and consumers through online platforms provides an avenue for brands to share their sustainability efforts, nutritional information, and unique selling propositions directly with the target audience.

### Clean Label and Transparency

Consumers are increasingly prioritizing transparency and clean label products in their food choices, and this trend is extending to the cooking oil sector. Clean label cooking oils are those that contain minimal, recognizable ingredients without artificial additives or preservatives. This trend aligns with a broader desire for natural and minimally processed foods.

Transparency in labeling is becoming a key differentiator for cooking oil brands. Consumers want to know the source of their cooking oils, the extraction methods used, and any additional ingredients or additives. Brands that can clearly communicate this information on their labels are likely to build trust with consumers who are seeking greater control over their dietary choices. The clean label trend also encompasses a push for non-GMO (genetically modified organism) and organic cooking oils, appealing to those who prioritize a more natural and environmentally conscious approach to their

food consumption.

## Culinary Fusion and Global Flavors

As culinary boundaries continue to blur, there is a growing trend towards culinary fusion and the incorporation of global flavors in everyday cooking. This trend is influencing the cooking oil market, with consumers seeking oils that complement diverse international cuisines. Olive oil, traditionally associated with Mediterranean cuisine, is now a staple in kitchens worldwide. Similarly, sesame oil, a key ingredient in Asian cooking, has found widespread use beyond its cultural origins.

The demand for diverse and exotic flavors is driving innovation in the cooking oil sector. Infused oils, such as garlic-infused olive oil or chili-infused avocado oil, are gaining popularity for their ability to add depth and complexity to dishes. This trend aligns with the adventurous spirit of modern consumers who are eager to experiment with new flavors and incorporate global influences into their culinary creations.

## Segmental Insights

### Product Type Insights

Sunflower oil has emerged as a thriving segment within the global cooking oil market, experiencing significant growth and garnering widespread consumer preference. Known for its light flavor, high smoke point, and versatile applications, sunflower oil has become a staple in kitchens worldwide. Its neutral taste makes it suitable for a diverse range of culinary uses, from frying and sautéing to baking and salad dressings.

One of the key factors driving the growth of sunflower oil is its perceived health benefits. Sunflower oil is naturally low in saturated fats and high in heart-healthy monounsaturated fats, making it a favorable choice for health-conscious consumers seeking alternatives to oils with higher saturated fat content. Additionally, its rich content of vitamin E, an antioxidant, adds to its nutritional appeal.

The increasing demand for natural and minimally processed products aligns well with sunflower oil's profile, as it is often extracted through a simple pressing process without the need for excessive refining. This resonates with consumers seeking clean label options and transparency in their food choices. With its versatile culinary applications and health-conscious attributes, sunflower oil is poised to continue its ascent as a prominent and growing segment in the dynamic landscape of the cooking oil market.



## End User Insights

The commercial segment within the cooking oil market is experiencing robust growth, fueled by the dynamic demands of the foodservice industry, catering services, and large-scale food manufacturing. As the global food landscape evolves with an increasing emphasis on culinary diversity and convenience, the demand for cooking oils in commercial settings has risen substantially. Restaurants, hotels, and catering businesses are relying on cooking oils as essential ingredients for a variety of culinary applications, from frying and grilling to sautéing and dressings.

One of the key drivers of the growing commercial segment is the expanding global foodservice industry. With the proliferation of restaurants, cafes, and quick-service establishments, there is a parallel surge in the consumption of cooking oils as an integral component of diverse cuisines. Additionally, the trend of healthier cooking options in commercial kitchens has led to a shift towards oils perceived as more health-friendly, such as those with lower saturated fats and higher nutritional profiles.

The commercial sector's demand for cooking oils is also influenced by the rise of large-scale food manufacturing and processing. As the demand for packaged and processed foods increases, cooking oils play a crucial role in various stages of production. The commercial segment is thus becoming a focal point for cooking oil suppliers, prompting innovations tailored to meet the unique needs of bulk users. With the continuous expansion of the foodservice and food processing industries, the commercial segment is poised for sustained growth within the broader cooking oil market.

## Regional Insights

North America is emerging as a burgeoning segment within the global cooking oil market, experiencing notable growth driven by shifting consumer preferences, health-conscious trends, and a dynamic culinary landscape. The region's diverse and discerning consumer base is increasingly opting for cooking oils that align with their evolving dietary habits and wellness considerations.

One of the key factors fueling the growth of the North American segment is the rising demand for healthier cooking oil options. Consumers are gravitating towards oils with lower saturated fats and higher nutritional content, such as olive oil, avocado oil, and specialty oils. This shift is indicative of a broader health-conscious movement that is reshaping the culinary choices of North American consumers.

The culinary diversity within North America also plays a pivotal role in driving the demand for various cooking oils. The region's multicultural food scene, including a growing interest in global cuisines, has led to an increased adoption of oils traditionally associated with specific culinary traditions. Olive oil, for instance, has become a staple not only in Mediterranean-inspired dishes but also in a wide array of North American kitchens.

Furthermore, the North American segment is witnessing a surge in demand for cooking oils with sustainable and environmentally friendly attributes. Consumers in the region are placing a premium on products that adhere to ethical and eco-conscious production practices. As the demand for healthier, diverse, and sustainably sourced cooking oils continues to rise, North America is poised to assert itself as a significant and growing market segment within the broader global cooking oil industry.

### Key Market Players

Archer Daniels Midland Company

Cargill Incorporated

Bunge Limited

Olam International Limited

Fuji Oil Group

Wilmar International Limited

Alami Commodities Sdn Bhd

Musim Mas Group

Richardson International

Oil Mills Inc.

Report Scope:

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

Cooking Oil Market, By Product Type:

Soy Oil

Palm Oil

Sunflower Oil

Others

Cooking Oil Market, By Application:

Residential

Commercial

Cooking 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

Indonesia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

South America

Argentina

Colombia

Brazil

Competitive Landscape

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

### Available Customizations:

Global Cooking Oil market report with the given market data, Tech Sci 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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###### 14.1.1.6. Key Management Personnel

##### 14.1.2. Cargill Incorporated

###### 14.1.2.1. Company Details

###### 14.1.2.2. Products

###### 14.1.2.3. Financials (As Per Availability)

###### 14.1.2.4. Key Market Focus & Geographical Presence

###### 14.1.2.5. Recent Developments

###### 14.1.2.6. Key Management Personnel

##### 14.1.3. Bunge Limited

###### 14.1.3.1. Company Details

###### 14.1.3.2. Products

###### 14.1.3.3. Financials (As Per Availability)

###### 14.1.3.4. Key Market Focus & Geographical Presence

###### 14.1.3.5. Recent Developments

###### 14.1.3.6. Key Management Personnel

##### 14.1.4. Olam International Limited

###### 14.1.4.1. Company Details

###### 14.1.4.2. Products

###### 14.1.4.3. Financials (As Per Availability)

###### 14.1.4.4. Key Market Focus & Geographical Presence

###### 14.1.4.5. Recent Developments

###### 14.1.4.6. Key Management Personnel

##### 14.1.5. Fuji Oil Group

###### 14.1.5.1. Company Details

###### 14.1.5.2. Products

###### 14.1.5.3. Financials (As Per Availability)

- 14.1.5.4. Key Market Focus & Geographical Presence
- 14.1.5.5. Recent Developments
- 14.1.5.6. Key Management Personnel
- 14.1.6. Wilmar International Limited
  - 14.1.6.1. Company Details
  - 14.1.6.2. Products
  - 14.1.6.3. Financials (As Per Availability)
  - 14.1.6.4. Key Market Focus & Geographical Presence
  - 14.1.6.5. Recent Developments
  - 14.1.6.6. Key Management Personnel
- 14.1.7. Alami Commodities Sdn Bhd
  - 14.1.7.1. Company Details
  - 14.1.7.2. Products
  - 14.1.7.3. Financials (As Per Availability)
  - 14.1.7.4. Key Market Focus & Geographical Presence
  - 14.1.7.5. Recent Developments
  - 14.1.7.6. Key Management Personnel
- 14.1.8. Musim Mas Group
  - 14.1.8.1. Company Details
  - 14.1.8.2. Products
  - 14.1.8.3. Financials (As Per Availability)
  - 14.1.8.4. Key Market Focus & Geographical Presence
  - 14.1.8.5. Recent Developments
  - 14.1.8.6. Key Management Personnel
- 14.1.9. Richardson International
  - 14.1.9.1. Company Details
  - 14.1.9.2. Products
  - 14.1.9.3. Financials (As Per Availability)
  - 14.1.9.4. Key Market Focus & Geographical Presence
  - 14.1.9.5. Recent Developments
  - 14.1.9.6. Key Management Personnel
- 14.1.10. Oil Mills Inc.
  - 14.1.10.1. Company Details
  - 14.1.10.2. Products
  - 14.1.10.3. Financials (As Per Availability)
  - 14.1.10.4. Key Market Focus & Geographical Presence
  - 14.1.10.5. Recent Developments
  - 14.1.10.6. Key Management Personnel

## **15. STRATEGIC RECOMMENDATIONS/ACTION PLAN**

15.1. Key Focus Areas

15.2. Target Product Type

15.3. Target Application

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