

India Edible Oil Market, By Type (Mustard Oil; Soybean Oil; Sunflower Oil; Palm Oil; Olive Oil; and Others, By Distribution Channel (Modern Grocery Retail, Traditional Grocery Retail, Online Retail, and Direct/Institutional Sales), By Region, Competition, Forecast & Opportunities, 2025

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Abstracts

Edible oil market in India is projected to grow from around \$ 21.5 billion in 2019 to \$ 35.2 billion by 2025 due to increasing disposable income and rising consumer awareness about healthy lifestyle & wellness. Moreover, strong marketing activities by leading edible oil brands, changing tastes and preferences of consumers, expanding population, and shifting consumption pattern towards branded oils is leading to rising consumption of edible oils in the country.

Surging penetration of processed foods is expected to continue driving consumption of edible oils in the country. In 2019, Soya oil accounted for more than one-third of the market share in India edible oil market. The other leading oil types include Mustard oil, Palm oil and Sunflower oil. Olive oil segment continues to gain market traction in India, however, the product's share stood at just around 1% in 2019.

West India dominated the country's edible oil market in 2019, and the region is expected to maintain its dominance during the forecast period. East and West regions also account for a significant market share, with the South region grabbing the smallest market pie. Some of the major players operating in India edible oil market include Adani Wilmar Limited (Fortune), Mother Dairy Fruit & Vegetable Pvt Ltd (Dhara), Cargill India (Nature Fresh, Gemini), Patanjali Ayurved Limited (Patanjali), Emami Agrotech Ltd. (Emami Healthy & Tasty and Himani Best Choice) and others.

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020–2025

Objective of the Study:

To analyze and forecast the market size of India edible oil products market

To classify and forecast India edible oil products market based on type, by distribution channel and regional distribution

To identify drivers and challenges for India edible oil products market

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in India edible oil market

To conduct pricing analysis for India edible oil market

To identify and analyze the profile of leading players involved in the India edible oil products market

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of edible oil manufacturers across India. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the product offerings, distribution channels and presence of all major manufacturers across the country.

TechSci Research calculated the market size of India Edible Oil products market using a bottom-up approach, where in data for various categories across various product types were recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analysing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Edible Oil products manufacturers, suppliers, and distributors

Edible Oil products end users

Organizations, forums and alliances related to Edible Oil products market

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers and partners, end users, etc. besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

In this report, India Edible Oil market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Market, By Type

Mustard Oil

Soya bean Oil

Sunflower Oil

Palm Oil

Olive Oil

Others (Sesame Oil, Coconut Oil, Linseed Oil, Cotton Seed Oil, Groundnut Oil, Castor Oil, Niger seed Oil etc.)

Market, By Distribution Channel

Modern Grocery Retail

Traditional Grocery Retail

Online Retail

Direct/Institutional Sales

Market, By Region:

North

West

East

South

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India Edible Oil market.

Available Customizations

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

India Edible Oil Market, By Type (Mustard Oil; Soybean Oil; Sunflower Oil; Palm Oil; Olive Oil; and Others, By...

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

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