

Olive Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product (Oil-Crushing Olives, Table Olives), By Certified (Organic-Certified, Conventional, Others), By Application (Food & Beverage, Pharmaceuticals, Personal Care & Cosmetics, Others), By Region & Competition, 2020-2030F

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Abstracts

Market Overview

The Global Olive Market was valued at USD 26.57 Billion in 2024 and is projected to reach USD 37.27 Billion by 2030, growing at a CAGR of 5.8% during the forecast period. Market expansion is being driven by rising consumer demand for natural, health-oriented food products, particularly within the food and beverage industry. Olives are widely appreciated for their rich antioxidant content and heart-healthy fats, aligning with the increasing popularity of the Mediterranean diet. This diet, which includes olives as a core ingredient, has gained traction for its association with improved cardiovascular health and longevity. Demand is also being bolstered by a growing preference for organic-certified products, especially in North America and Europe, where clean-label trends continue to strengthen. Beyond food applications, olives are being incorporated into pharmaceutical and personal care formulations due to their anti-inflammatory and moisturizing properties. Rapid urbanization, rising disposable income, and Western dietary influence in emerging economies across Asia-Pacific and Latin America are contributing further to market momentum. Although climate variability and inconsistent yields present supply-side challenges, advancements in sustainable agriculture and eco-friendly packaging are helping to offset these impacts. E-commerce is also expanding market accessibility, enabling smaller producers to connect with a broader global

audience.

Key Market Drivers

Rising Consumer Demand for Healthier and Natural Food Products

The global olive market is being propelled by increasing consumer interest in health-centric and natural food options. Olives and olive oil are valued for their nutritional attributes, including high levels of monounsaturated fats, polyphenols, and anti-inflammatory compounds. These components contribute to heart health, digestive well-being, and reduced risk of chronic illnesses. According to the International Olive Council (2024), 72% of global consumers associate olive oil with cardiovascular benefits. The Mediterranean diet's widespread adoption further supports this trend, particularly in Western markets. Simultaneously, demand is growing for organic and non-GMO certified olives, as consumers prioritize clean-label and minimally processed foods. Health-conscious individuals are incorporating olives into functional foods and gourmet preparations, further fueling steady market growth.

Key Market Challenges

Climate Change and Unpredictable Olive Yields

A key challenge for the olive market is the vulnerability of olive production to climate change. Olive cultivation depends on consistent Mediterranean-like conditions—hot, dry summers and mild winters—but rising global temperatures and erratic weather events are disrupting this balance. Droughts, frosts, and heatwaves have significantly impacted top producing nations such as Spain and Italy, leading to reduced harvests and cost escalations. Furthermore, climate shifts are enabling the spread of agricultural pests and diseases like the olive fruit fly and *Xylella fastidiosa*, further threatening crop output. These issues contribute to supply volatility and pricing instability, affecting farmers and processors alike. Sustained production will depend on continued investment in climate-resilient olive varieties and improved agricultural practices to adapt to evolving environmental conditions.

Key Market Trends

Premiumization and Specialty Olive Products

Premiumization is emerging as a significant trend across the global olive market, with

consumers increasingly seeking high-quality and artisanal products. Demand is rising for specialty items such as single-origin olive oils, cold-pressed and unfiltered varieties, and table olives with unique fermentation profiles. Infused oils with herbs, spices, and citrus notes are also gaining popularity among gourmet consumers. According to the EU Agri-Food Trade Report (2024), PDO and PGI-certified olive oils command a 30–50% price premium compared to standard oils. These certifications assure authenticity, quality, and geographical traceability, appealing to health-conscious and discerning buyers. Producers are leveraging terroir—the influence of climate, soil, and cultivation practices—to differentiate products and access premium market segments. This shift is driving innovation in product development and marketing strategies while encouraging higher value-add across the supply chain.

Key Market Players

Dcoop S. Coop.

Deoleo (CVC Capital Partners)

Sovena Group

Borges Agricultural & Industrial Nuts, S.A.

California Olive Ranch Inc.

Colavita S.P.A.

Almazaras de la Subb?tica

Aceites Maeva

Olivar de Segura

Ybarra

Report Scope:

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

Olive Market, By Product:

Oil-Crushing Olives

Table Olives

Olive Market, By Certified:

Organic-Certified

Conventional

Others

Olive Market, By Application:

Food & Beverage

Pharmaceuticals

Personal Care & Cosmetics

Others

Olive Market, By Region:

North America

United States

Canada

Mexico

Europe

France

Germany

Spain

Italy

United Kingdom

Asia-Pacific

China

Japan

India

Vietnam

South Korea

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Kuwait

Egypt

South America

Brazil

Argentina

Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global olive market.

Available Customizations:

Global Olive 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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