

United Kingdom Ghee Market By Product Type (Cow, Buffalo, Others), By Distribution Channel (Supermarkets/Hypermarkets, Departmental Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

United Kingdom Ghee Market was valued at USD 1.85 Billion in 2024 and is anticipated to grow USD 2.61 Billion by 2030 with a CAGR of 5.90%. The United Kingdom ghee market is experiencing steady growth, driven by rising consumer awareness of health benefits associated with natural fats. Ghee, rich in fat-soluble vitamins (A, D, E, K) and healthy fatty acids like CLA and butyrate, is increasingly preferred as a nutritious alternative to butter and processed oils. The growing popularity of Ayurveda and South Asian cuisine among health-conscious and multicultural consumers further supports demand. The expanding vegan and organic product segments have also led to the emergence of plant-based and organic ghee alternatives. Moreover, the rising number of Indian and Middle Eastern restaurants and foodservice providers has boosted bulk ghee consumption. Online retail platforms are playing a key role in enhancing accessibility and driving market penetration.

Key Market Drivers

Rising Health Consciousness and Preference for Natural Fats

A significant driver of the ghee market in the United Kingdom is the growing awareness among consumers regarding the benefits of natural fats over heavily processed oils and butter. In 2025, 67% of Britons reported using fitness, diet, or sleep apps and wearable

devices to monitor their health—highlighting a sharp rise in digital health consciousness across the United Kingdom. Ghee, known for its rich content of fat-soluble vitamins such as A, D, E, and K, along with beneficial fatty acids like conjugated linoleic acid (CLA) and butyrate, is being increasingly recognized for its potential to support gut health, immunity, brain function, and metabolic balance. With the prevalence of low-carb, paleo, and keto diets on the rise, ghee fits naturally into many of these regimens due to its high smoke point and absence of lactose and casein, making it suitable for people with dairy sensitivities. British consumers are increasingly moving away from margarine and synthetic spreads in favor of whole, nutrient-dense options, and ghee is positioned perfectly within this trend. Furthermore, ghee's use in intermittent fasting protocols and bulletproof coffee has also contributed to its growing adoption among fitness enthusiasts and wellness-conscious individuals in the UK. Health bloggers, nutritionists, and wellness influencers continue to promote ghee as a clean cooking fat, further accelerating consumer interest and driving demand in both urban and semi-urban markets.

Key Market Challenges

Limited Consumer Awareness Outside Ethnic and Health-Conscious Circles

Despite ghee's growing popularity, one of the major challenges facing the UK ghee market is its limited awareness among the broader population outside ethnic communities and health-focused consumers. While ghee is well-known in Indian, Pakistani, Bangladeshi, and Middle Eastern households, many mainstream British consumers are still unfamiliar with its uses, benefits, or culinary relevance.

Misconceptions persist, with some consumers associating ghee with saturated fats and assuming it to be unhealthy compared to widely marketed oils like olive or sunflower oil. Additionally, unlike butter or margarine, ghee lacks prominent placement in most supermarkets' cooking fat sections, leading to lower visibility. For first-time users, the relatively higher price of ghee compared to standard cooking oils can deter purchase, especially without a clear understanding of its health benefits or multipurpose nature. Furthermore, the lack of clear, standardized nutritional labeling or front-of-pack education about ghee's unique attributes—like its lactose-free profile and high smoke point—contributes to consumer hesitation. Without more widespread awareness campaigns and accessible information, ghee risks remaining a niche product, unable to achieve deeper penetration across general UK households.

Key Market Trends

Rising Demand for Organic and Grass-Fed Ghee

One of the most prominent trends in the UK ghee market is the increasing consumer preference for organic and grass-fed variants. Health-conscious buyers are seeking products that are free from synthetic hormones, antibiotics, and chemical additives, making organic ghee a preferred choice. Grass-fed ghee, derived from cows fed a natural diet rich in fresh grass, is perceived as nutritionally superior, offering higher levels of omega-3 fatty acids, CLA (conjugated linoleic acid), and fat-soluble vitamins. UK consumers, particularly in urban centers such as London, Manchester, and Bristol, are more informed about food sourcing, sustainability, and animal welfare, making ethically produced ghee more appealing. The Soil Association and other organic certifying bodies play a crucial role in ensuring transparency and trust in this space. As a result, major supermarket chains and health stores are expanding their premium dairy and cooking fat sections to include organic ghee brands. This trend is also driven by the broader shift towards clean-label products, with consumers scrutinizing ingredients and nutritional claims. With rising disposable incomes and lifestyle shifts toward wellness and sustainability, organic and grass-fed ghee is rapidly becoming a staple among affluent and health-aware UK households.

Key Market Players

Arla Foods

Ornua Co-operative Limited

Fonterra Co-operative Group

Saputo Inc.

M?ller UK & Ireland Group

Westland Dairy Company

FrieslandCampina

Yeo Valley

Ghee Easy

Purity Farms

Report Scope:

In this report, the United Kingdom Ghee Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

United Kingdom Ghee Market, By Product Type:

Cow

Buffalo

Others

United Kingdom Ghee Market, By Distribution Channel:

Supermarkets/Hypermarkets

Departmental Stores

Online

Others

United Kingdom Ghee Market, By Region:

England

Scotland

Wales

Northern Ireland

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the United Kingdom Ghee Market.

Available Customizations:

United Kingdom Ghee 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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