

# **Vegetable Oil Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (Palm Oil, Soybean Oil, Rapeseed Oil, Others), By Distribution Channel (Offline, Online), By Packaging Type (Bottles, Pouches), By Region & Competition, 2020-2030F**

<https://marketpublishers.com/r/V07970B8DEE5EN.html>

Date: September 2025

Pages: 181

Price: US\$ 4,500.00 (Single User License)

ID: V07970B8DEE5EN

## **Abstracts**

### Market Overview

Global Vegetable Oil Market was valued at USD 407.68 billion in 2024 and is expected to grow to USD 585.54 billion by 2030 with a CAGR of 6.27% during the forecast period. The global vegetable oil market is witnessing steady growth, fueled by increasing consumer preference for healthier cooking alternatives, expanding applications in the food processing and cosmetic industries, and rising demand for plant-based diets. Vegetable oils such as soybean, palm, sunflower, and canola are widely used in culinary, industrial, and biodiesel applications. Technological advancements in oil extraction and refining, along with sustainable agricultural practices, are enhancing product quality and supply chain efficiency. Additionally, growing awareness about the nutritional benefits of unsaturated fats and government support for renewable energy sources are further contributing to the market's positive outlook across developed and emerging economies.

### Key Market Drivers

#### Rising Health Awareness and Shift Toward Plant-Based Diets

One of the most significant drivers of the global vegetable oil market is the growing

health consciousness among consumers. Increasing awareness of the health benefits associated with vegetable oils, particularly those rich in unsaturated fats like olive, canola, and sunflower oils, is leading to a shift away from animal-based fats such as butter and lard. Unsaturated fats are known to support heart health, reduce bad cholesterol levels, and improve overall well-being. As lifestyle-related diseases such as obesity, cardiovascular issues, and diabetes continue to rise globally, consumers are proactively seeking healthier cooking alternatives. According to the World Health Organization (2024), non-communicable diseases (NCDs) such as cardiovascular diseases and diabetes account for approximately 74% of global deaths, with dietary factors being one of the leading causes. This has led to increasing demand for oils lower in saturated fat and trans fats.

Additionally, the global surge in vegetarianism and veganism is further fueling demand for plant-based oils. In many developed and emerging economies, the adoption of flexitarian diets is on the rise, with consumers opting for plant-based foods more frequently, even if they are not fully vegetarian. This trend is also supported by the increasing availability of health and wellness content on digital platforms and social media, making consumers more informed and mindful about their dietary choices. As a result, vegetable oils are becoming a staple in modern, health-focused diets.

## Key Market Challenges

### Environmental Concerns and Sustainability Issues

One of the most pressing challenges in the global vegetable oil market is the growing scrutiny over environmental sustainability, particularly associated with the production of palm oil and soybean oil. Large-scale cultivation of oil crops, especially palm, has been linked to deforestation, loss of biodiversity, greenhouse gas emissions, and soil degradation. Countries such as Indonesia and Malaysia, the world's leading palm oil producers, have faced significant criticism from environmental organizations and consumers over the destruction of rainforests and habitats for endangered species.

In response, there is increasing pressure on producers to adopt sustainable agricultural practices and obtain certifications such as RSPO (Roundtable on Sustainable Palm Oil). However, transitioning to sustainable methods often involves higher costs and complex supply chain adjustments, which can affect profitability, particularly for smallholder farmers. Furthermore, stricter environmental regulations and import restrictions from regions like the European Union are posing additional hurdles for exporters. These environmental concerns not only threaten the long-term viability of the market but also

influence consumer behavior, leading to a shift in preference toward sustainably sourced oils.

## Key Market Trends

### Growing Demand for Cold-Pressed and Organic Oils

One of the most notable trends in the global vegetable oil market is the rising popularity of cold-pressed and organic oils. Consumers are becoming increasingly health-conscious and are seeking natural, minimally processed oils that retain essential nutrients, antioxidants, and flavors. Cold-pressed oils, such as olive, coconut, sesame, and flaxseed oils, are produced without heat or chemical solvents, preserving their nutritional integrity and appealing to health-focused individuals. According to the Organic Trade Association (OTA, 2024), organic food sales in the U.S. reached a record high, with organic oils growing at 7.4% annually, driven by consumer demand for clean-label and sustainable food options.

Organic oils, which are extracted from oilseeds cultivated without synthetic fertilizers or pesticides, are also gaining traction due to growing awareness about food safety and environmental sustainability. Certifications such as USDA Organic and EU Organic are becoming important markers of quality and trust. In response, brands are expanding their portfolios to include premium cold-pressed and organic options, particularly in retail and e-commerce channels. This trend is especially strong in North America, Europe, and urban areas of Asia-Pacific, where consumers are willing to pay a premium for healthier and more transparent food products.

## Key Market Players

The Savola Group

Bunge Limited

Patanjali Ayurveda Limited

Louis Dreyfus Company B.V.

Wilmar International Ltd.

IFFCO Group

Sime Darby Plantation Berhad

Fuji Oil Holdings Inc.

Marico Ltd.

PT Astra Agro Lestari Tbk

#### Report Scope:

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

#### Vegetable Oil Market, By Product Type:

Palm Oil

Soybean Oil

Rapeseed Oil

Others

#### Vegetable Oil Market, By Distribution Channel:

Offline

Online

#### Vegetable Oil Market, By Packaging Type:

Bottles

Pouches

#### Vegetable Oil Market, By Region:

## North America

United States

Canada

Mexico

## Europe

France

United Kingdom

Italy

Germany

Spain

## Asia-Pacific

China

Japan

India

South Korea

Indonesia

## South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Vegetable Oil Market.

Available Customizations:

Global Vegetable 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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