

Edible Oils in Western Europe

January 2022

Table of Contents

INTRODUCTION

Scope

Key findings

REGIONAL OVERVIEW

Western Europe the global leader for per capita consumption

Positive growth expected for most of the forecast period

Turkey sees supercharged growth for sunflower oil in 2016-2021

Downward pressure on prices hits olive oil performance in Italy

Palm oil declining in most countries where it is present

High price rises in Turkey helping to drive value growth

Modern grocery retailers dominate edible oils sales in Western Europe

E-commerce share grows in the pandemic but remains small

LEADING COMPANIES AND BRANDS

Private label gains share in the UK over 2016-2021

Anadolu Group gains a lot of regional share over 2016-2021

Turkish companies tend to be single-market players

Turkish sunflower oil brands moving up the rankings

FORECAST PROJECTIONS

Growth to slow after the spikes seen in 2020 and 2021

Turkish growth to slow as sunflower oil price movements normalise

Private label lines increasingly focusing on quality and health

COUNTRY SNAPSHOTS

Austria: Market Context

Austria: Competitive and Retail Landscape

Belgium: Market Context

Belgium: Competitive and Retail Landscape

Denmark: Market Context

Denmark: Competitive and Retail Landscape

Finland: Market Context

Finland: Competitive and Retail Landscape

France: Market Context

France: Competitive and Retail Landscape

Germany: Market Context

Germany: Competitive and Retail Landscape

Greece: Market Context

Greece: Competitive and Retail Landscape

Ireland: Market Context

Ireland: Competitive and Retail Landscape

Italy: Market Context

Italy: Competitive and Retail Landscape

Netherlands: Market Context

Netherlands: Competitive and Retail Landscape

Norway: Market Context

Norway: Competitive and Retail Landscape

Portugal: Market Context

Portugal: Competitive and Retail Landscape

Spain: Market Context

Spain: Competitive and Retail Landscape

Sweden: Market Context

Sweden: Competitive and Retail Landscape
Switzerland: Market Context
Switzerland: Competitive and Retail Landscape
Turkey: Market Context
Turkey: Competitive and Retail Landscape
UK: Market Context
UK: Competitive and Retail Landscape

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/edible-oils-in-western-europe/report.