



Edible Oils in India

February 2026

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Edible Oils in India - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Import sensitivity drives price-led growth in 2025 and keeps health-led premiumisation in focus

INDUSTRY PERFORMANCE

Higher procurement prices support robust rises in value sales in 2025

Evolving consumer preferences shape demand

WHAT'S NEXT?

Edible oils poised for sustained demand, with health considerations increasingly impacting purchasing decisions

Distribution set to expand, both offline and on

Local edible oil production plans will influence import dependency and price stability

COMPETITIVE LANDSCAPE

Adani Group leads thanks to well-rounded product portfolio and widespread distribution

Private label expands as consumers face rising prices

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Small local grocers continue to dominate distribution

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Cooking culture and price pressures underpin 2025 performance

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Cultural habits and evolving consumer preferences shape progress in 2025

Health trends impact purchasing decisions

Busy urban lifestyles push convenience demand

WHAT'S NEXT?

Improved economy and robust interest in home cooking ensure further growth for forecast period

Nutritional concerns will remain central for consumers

Labelling regulations set to sharpen focus on ingredient lists

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Adani leads through popular Fortune brand

D2C and new-age brands challenge established players

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