



**Euromonitor
International**

Edible Oils in South Africa

November 2025

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Edible Oils in South Africa - Category analysis

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Sunflower oil benefits from consumer price-sensitivity

INDUSTRY PERFORMANCE

Households switch to more affordable seed oils

Sunflower oil gains ground amid price sensitivity and promotions

WHAT NEXT?

Hybrid edible oils are expected to gain prominence

Olive oil to retain appeal among higher-income groups

New food labelling requirements are still pending

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Price hikes and evolving cooking habits impact edible oils

High cost of living weighs on purchasing decisions driving value choices

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Prevalence of home cooking will nurture category performance

Brands to seek new ways to create value as price competition becomes unsustainable

Strong growth potential ahead for retail e-commerce

COMPETITIVE LANDSCAPE

Tiger Consumer Brands Ltd holds a slim lead in fragmented landscape

Unilever South Africa (Pty) Ltd is a well-established player with familiar brands

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