



**Euromonitor
International**

Edible Oils in the United Kingdom

November 2025

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Edible Oils in the United Kingdom - Category analysis

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2025 DEVELOPMENTS

Instability in supply chain poses challenges

INDUSTRY PERFORMANCE

Volume sales return to growth as the price of olive oil stabilises

Olive oil fuelling growth as the market improves

WHAT'S NEXT?

Bright outlook for edible oils with improved forecasts for olive harvests

Innovation will be important, yet long-term success will depend on perceived value and practicality

Sustainability commitments and flavour innovation set to inform market growth

COMPETITIVE LANDSCAPE

Filippo Berio remains the leading brand but private label still dominates

Odysea making waves with its premium product line

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Hypermarkets and supermarkets successfully anticipate evolving market trends

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EXECUTIVE SUMMARY

Growing interest in global cuisine and authentic flavours

KEY DATA FINDINGS

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Sales increase thanks to increased price stability and the need for convenience

Consumers look for innovation and a more authentic experience

Focus on UPFs pushes demand towards healthier and more natural options

WHAT'S NEXT?

Sales set to grow despite further price increases

Government regulation and a focus on healthier eating set to influence the market

Innovation will be key to building and retaining interest across the market

COMPETITIVE LANDSCAPE

Kraft Heinz retains the lead by adapting to evolving market trends

Smaller players seeing dynamic growth through authentic and innovative offerings

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