



Edible Oils in Germany

November 2025

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Edible Oils in Germany - Category analysis

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2025 DEVELOPMENTS

Faster retail volume sales growth as prices ease

INDUSTRY PERFORMANCE

Rising interest in international cuisines spurs adventure in edible oils choices

Increasingly sophisticated consumer base informs category development

WHAT'S NEXT?

Olive oil to ride healthier perception to register the highest growth

New product launches set to focus on health benefits

Sustainability focus to continue to boost the appeal of organic and regional edible oils

COMPETITIVE LANDSCAPE

Private label retains bulk of retail value sales

Strong investment in portfolios push private label

CHANNELS

Large assortments and different price ranges appeal to consumers

E-commerce gains awareness and develops its offer to grow retail value sales

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Cooking Ingredients and Meals in Germany - Industry Overview

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Strong retail value sales growth in line with key trends in packaged food

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Players adapt to market conditions

Convenience increases weight in consumer choices

Plant-based options enjoy rising demand

WHAT'S NEXT?

Sustainability to help shape the offer and presentation

Healthier and functional products to pique the interest of consumers

Easing price movements to push organic edible oils

COMPETITIVE LANDSCAPE

Strong private label offer in cooking ingredients and meals

Branded players look to capitalise on key trends

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