



**Euromonitor
International**

Edible Oils in Japan

November 2025

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Edible Oils in Japan - Category analysis

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Other edible oil outperforms thanks to price advantage

INDUSTRY PERFORMANCE

Other edible oil outperforms thanks to price advantage

Olive oil struggles due to price hikes

WHAT'S NEXT?

Olive oil slump to persist amid high price sensitivity

Healthy oils to remain consumer favourites

Packaging innovation and recycling drive new appeal

COMPETITIVE LANDSCAPE

Nisshin Oillio continues to lead edible oils in Japan

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Convenience demand intensifies, shaping innovation

Surging costs in rice result in consumer shift towards alternatives, impacting preferences in ingredients

WHAT'S NEXT?

Continued shift away from rice and towards alternative staples

Anticipated rising demand for ingredients suited to pasta and flour-based meals

COMPETITIVE LANDSCAPE

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