



**Euromonitor  
International**

# Edible Oils in Ireland

November 2025

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Positive growth performance despite supply and price challenges

### INDUSTRY PERFORMANCE

Switch away from olive oil to cheaper options amidst price hikes

Rapeseed oil shows resilience to post strong growth rates

### WHAT'S NEXT?

Climate risks and local farming to reshape supply and demand

Innovation around convenience, portion control and ingredient transparency to spur added-value offerings

Sustainability concerns and EU regulations push players to adopt responsible sourcing

### COMPETITIVE LANDSCAPE

Growing pressure on the top two brands

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Price stabilisation supports acceleration in retail volume sales

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Key convenience and healthier eating trends shape demand

Local sourcing strikes a note with Irish consumers

Premiumisation gains ground but price-quality ratios are often decisive

### WHAT'S NEXT?

Investment in the offer to keep meals and soups to the fore

Innovation and sustainability to fit with consumer wants

Regulation to shape supply chains

## COMPETITIVE LANDSCAPE

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