



Edible Oils in Ireland

November 2025

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Edible Oils in Ireland - Category analysis

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2025 DEVELOPMENTS

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

Private label gains as consumers trade down to lower-priced edible oils

CHANNELS

Supermarkets lead an increasingly competitive distribution landscape

E-commerce emerges from a low base

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EXECUTIVE SUMMARY

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

Private label is a strong and expanding presence

Azzurri Restaurants caters to consumers' lifestyle and meal needs

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