



Euromonitor
International

Edible Oils in New Zealand

November 2025

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Sales benefit from consumers buying a range of options

INDUSTRY PERFORMANCE

Volumes rebound while value edges higher on mix and renewed confidence

Olive oil dynamics highlight the importance of supply resilience and transparent pricing

WHAT'S NEXT?

Steady value growth shaped by wellness demand and more resilient sourcing

Health and wellness priorities elevate extra-virgin and high-heat choices

COMPETITIVE LANDSCAPE

Foodstuffs strengthens its lead by meeting value needs without dropping quality cues

William Aitken & Co stabilises premium olive with a quality-first, standards-led stance

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Supermarkets remain the anchor as private label brands widen everyday choice

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Cooking Ingredients and Meals in New Zealand - Industry Overview

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Price-sensitivity persists, benefiting private label

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Reformulation and transparency reshape sauces and condiments

From “quick fixes” to “fakeaways”

WHAT'S NEXT?

Moderate value growth amid cost and supply pressures

Health and wellness define long-term value

Market reform and digital retail transformation

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Heinz Wattie's maintains market leadership

Foodstuffs drives growth through Pams private label

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