



Edible Oils in New Zealand

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- The shortage of olive oil leads consumers to look for suitable alternatives
- A rise in private label products as consumers look for affordable essentials
- Brands offer a variety of pack sizes to appeal to cost-saving consumers

PROSPECTS AND OPPORTUNITIES

- Brands focus on marketing olive oil substitutes, with a focus on local production
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Cooking Ingredients and Meals in New Zealand - Industry Overview

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