



# Edible Oils in India

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## Edible Oils in India - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Import sensitivity drives price-led growth in 2025 and keeps health-led premiumisation in focus

#### INDUSTRY PERFORMANCE

Higher procurement prices support robust rises in value sales in 2025

Evolving consumer preferences shape demand

#### WHAT'S NEXT?

Edible oils poised for sustained demand, with health considerations increasingly impacting purchasing decisions

Distribution set to expand, both offline and on

Local edible oil production plans will influence import dependency and price stability

#### COMPETITIVE LANDSCAPE

Adani Group leads thanks to well-rounded product portfolio and widespread distribution

Private label expands as consumers face rising prices

#### CHANNELS

Small local grocers continue to dominate distribution

Modern retailers and quick-commerce platforms both benefit from and shape demand for healthy variants

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## Cooking Ingredients and Meals in India - Industry Overview

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Cooking culture and price pressures underpin 2025 performance

### KEY DATA FINDINGS

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Cultural habits and evolving consumer preferences shape progress in 2025

Health trends impact purchasing decisions

Busy urban lifestyles push convenience demand

#### WHAT'S NEXT?

Improved economy and robust interest in home cooking ensure further growth for forecast period

Nutritional concerns will remain central for consumers

Labelling regulations set to sharpen focus on ingredient lists

## COMPETITIVE LANDSCAPE

Adani leads through popular Fortune brand

D2C and new-age brands challenge established players

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Small local grocers dominate distribution landscape

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