



Euromonitor
International

Edible Oils in Indonesia

November 2025

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Edible Oils in Indonesia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Improvements in palm oil supply benefits growth

INDUSTRY PERFORMANCE

Signs of recovery as prices stabilise while social media sparks home cooking trend

Olive oil sees another successful year with consumers drawn to its healthy image

WHAT'S NEXT?

Ongoing recovery predicted for edible oils with disposable income set to rise

Retailers and manufacturers set to evolve in response to changing consumer demands

Price adjustments within palm oil likely to inform market demand

COMPETITIVE LANDSCAPE

SunCo jumps into the lead off the back of a strong marketing strategy

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Need for convenience and economic pressures impact purchasing behaviour

Consumer purchasing decisions being shaped by health and wellness concerns

Social media and digital marketing playing a vital role in the market

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Bright outlook for the market with sales set to benefit from an economic recovery

Increasing health consciousness set to inform demand and innovation

New labelling regulation set to transform the market

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Unilever remains on top despite being impacted by a boycott

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