



**Euromonitor  
International**

# Edible Oils in the United Kingdom

November 2025

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## Edible Oils in the United Kingdom - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Instability in supply chain poses challenges

#### INDUSTRY PERFORMANCE

Volume sales return to growth as the price of olive oil stabilises

Olive oil fuelling growth as the market improves

#### WHAT'S NEXT?

Bright outlook for edible oils with improved forecasts for olive harvests

Innovation will be important, yet long-term success will depend on perceived value and practicality

Sustainability commitments and flavour innovation set to inform market growth

#### COMPETITIVE LANDSCAPE

Filippo Berio remains the leading brand but private label still dominates

Odysea making waves with its premium product line

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Hypermarkets and supermarkets successfully anticipate evolving market trends

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## Cooking Ingredients and Meals in the United Kingdom - Industry Overview

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Growing interest in global cuisine and authentic flavours

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Sales increase thanks to increased price stability and the need for convenience

Consumers look for innovation and a more authentic experience

Focus on UPFs pushes demand towards healthier and more natural options

#### WHAT'S NEXT?

Sales set to grow despite further price increases

Government regulation and a focus on healthier eating set to influence the market

Innovation will be key to building and retaining interest across the market

## COMPETITIVE LANDSCAPE

Kraft Heinz retains the lead by adapting to evolving market trends

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/edible-oils-in-the-united-kingdom/report](http://www.euromonitor.com/edible-oils-in-the-united-kingdom/report).