



Edible Oils in the Netherlands

November 2025

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Edible Oils in the Netherlands - Category analysis

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2025 DEVELOPMENTS

Premiumisation boosts sales but price rises remain challenging

INDUSTRY PERFORMANCE

Unit price development remains a major issue for edible oils

Olive oil volume sales return to growth

WHAT'S NEXT?

Higher average unit prices will drive value growth

Health trends will shape developments in edible oil

Rapeseed oil presents more sustainable alternative

COMPETITIVE LANDSCAPE

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Consumers are increasingly interested in health and wellness

Convergence of trends

WHAT'S NEXT?

Positive outlook supported by demand for convenience

Health and wellness trend to exert growing influence

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