



Edible Oils in China

November 2025

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2025 DEVELOPMENTS

Maturity and shift to eating out hinder sales

INDUSTRY PERFORMANCE

Olive oil benefits from a healthier image and price stabilisation

Health and functional products spur dynamism in edible oils

WHAT'S NEXT?

Demographic and lifestyle trends to help shape the category performance

Edible oils moves in a health-orientated direction

Promotion of healthy cooking practices to weaken usage of edible oils

COMPETITIVE LANDSCAPE

The leading player invests in healthier, functional and customised offerings

Olive oil's rebound boosts the Mueloliva brand

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Warehouse clubs expand and tap into value for money demand

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Cooking Ingredients and Meals in China - Industry Overview

EXECUTIVE SUMMARY

Sales hit by sluggish economy and declining household consumption

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INDUSTRY PERFORMANCE

Healthier direction of travel

Clean label remains the key health claim in meals and soups

Health-orientated move in sauces, dips and condiments

WHAT'S NEXT?

Convenience categories to the fore

Online grocery retailers to increase penetration and gain importance in ready meals and quick recipe kits

Use of technology to develop healthier pickled products

COMPETITIVE LANDSCAPE

The leading player develops a functional and customised offer

Fujian Xinmeichen Food answers consumers cooking and lifestyle needs with NIUSAZZ frozen pizza

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Retail e-commerce fits strongly with the convenience shopping trend

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