

India Edible Oil Market Analysis and Forecast till 2028

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Report description:

Indian Edible Oil Market Analysis and Forecast 2019-2028

Market Introduction

The Indian edible oil market is expected to witness a strong growth rate of 2.5% during the forecast period of 2022-2028. The key trend contributing to the growth of the Indian edible oil market is increasing per capita consumption of edible oil by the consumers. The demand for edible oil is also affected by the rising population and increasing health concerns among the population which makes India, one of the largest importers of edible oil. The demand for palm oil is also anticipated to grow in the forecast period as it accounts for a prominent share in the total imports. Moreover, the emergence of advanced technology in oil refining process like physical refining, etc. Furthermore, the southern regions of India are expected to fuel the market growth of groundnut oil.

Market Segmentation

The Indian Edible Oil market has been segmented on the basis of type, packaging type, packaging material, distribution channel, and region. Based on type, the market is segmented into palm oil, soyabean oil, mustard oil, sunflower oil, groundnut oil, and others including coconut oil. On the basis of packaging type, the market is segmented into pouches, bottles, jars, and others including cans. On the basis of packaging material, the market is segmented into metal, rigid plastic, flexible packaging, and others including glass. Based on distribution channel, the market is divided into commercial retail and modern retail. Further modern retail is segmented into supermarket/hypermarket, specialty store, and online retail/ E-commerce. On the basis of region, the market is divided into, North India, West and Central India, South India, and East India. The demand for palm oil is expected to outperform other oils segmented under the type of oils.

Market structure and competitive landscape

The Indian edible oil market is fragmented in nature, some of the prominent players that contribute significantly to the Indian edible oil market include Adani Wilmar Ltd., Mother Dairy Fruits and Vegetables Pvt. Ltd., Cargill India, Patanjali Ayurved Ltd., Emami Agrotech Ltd., BCL Industries Ltd., Gemini Edibles & Fats India Ltd., Indian Broiler Group Pvt. Ltd., Liberty Oil Mills Ltd., Vijay Solvex Ltd., ADM Agro Industries India Pvt. Ltd., Gokul Agro Resources Ltd., and others.

Product Launches, Mergers & Acquisitions, joint ventures, and R&D activities are key strategies adopted by the players in the

Indian Edible Oil Market. These companies adopt numerous approaches to strengthen their market share and gain a competitive edge over other competitors in the market. Some of the key developments in the Indian Edible Oil market include,

- In January 2022, Adani Wilmar announced to acquire southern players in edible oil with a corpus of INR 450 crores. The reason behind this plan is to grow its geographical presence in South India.

- In December 2021, the US food major Cargill has acquired an edible oil refinery located in Andhra Pradesh. The newly acquired refinery gives Cargill the capability to supply refined palm oil, palm olein, Vanaspati, and sunflower oil.

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