

## **North America Olive - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

Market Report | 2024-02-17 | 120 pages | Mordor Intelligence

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### **Report description:**

The North America Olive Market size is estimated at USD 6.90 billion in 2024, and is expected to reach USD 9.13 billion by 2029, growing at a CAGR of 5.74% during the forecast period (2024-2029).

#### Key Highlights

- The North American olives market has grown rapidly in recent years, majorly driven by a shift in the consumption pattern towards the inclusion of olive oil in regular diet and greater usage of table olives.
- Olive oil is the major constituent in the consumption of olives in the region; the preference for table olive toppings or olives as 'tapas' has also been prevalent in recent years, which has translated into regular olive imports to meet domestic requirements.
- The United States is one of the largest producers of olive fruits in North America. California produces more than 95% of the olives grown in the United States. Originally, California olive production was intended for oil. However, other markets developed as production increased faster than the demand for olive oil. The production of olive fruit in the United States accounted for 91.6 thousand metric tons in 2021, which is expected to increase in the future, thereby driving the olive market in the region.

#### North America Olive Market Trends

##### Dietary Revolution Leading to Upsurge in Demand for Olive Oil

A dietary revolution based on the nutritional benefits of olive oil has taken consumers in its stride in recent years. The upsurge in demand may be attributed to olives' health benefits, i.e., the presence of monounsaturated fat and antioxidants in olive oil, which helps prevent cardiovascular diseases, hyperlipidemia, and hypertension. Increasing health consciousness among consumers and

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the trend of healthy eating has become olive oil a preferred cooking medium, replacing traditional oils such as soybean and sunflower oil. The popularity of Mediterranean cuisine, which extensively uses olive oil, has also contributed to the increasing demand for olive oil globally. Moreover, the increasing demand for organic and natural food products has influenced the growth of the olive market, as consumers are willing to pay a premium for such products. As the demand for olive oil is positively correlated with the demand for olives, the rise in the global demand for olive oil has spurred the need for higher production of olives.

The olive oil consumption in the United States was 364 thousand metric tons in 2018 which increased considerably to 406 thousand metric tons in 2021, owing to a shift in the consumption of olive oil from the pomace variant to pure, extra light, and virgin categories. Thus, the rising trend of olive oil consumption is therefore anticipated to act as a catalyst in the growth of olive production, hence driving the global olive market.

#### United States Accounts for a Major Share in the Production of Olives

California is where the majority of US olives are produced. It shares a similar climate with many of the Mediterranean countries known for their olive oil production. California produces more than 95% of the olives grown in the United States. In 2021, there were 14,569 bearing hectares, yielding 91.6 thousand metric tons of olives in the country. Favorable climatic conditions in the United States have helped it become one of the major producers of olives.

The demand for organic olives and olive oil is increasing in the United States, and many California growers are transitioning to organic farming practices to meet this demand. Furthermore, the United States is a net importer of olive oil, with the majority of imports coming from Mediterranean countries such as Spain, Italy, and Greece. Some of the other major producers of olives after the United States are Mexico and Canada. Mexico is being studied for the feasibility of expansion of olive oil processing facilities. Hence, to cater to the rising demand for olive oil and table olives in the region, the production of olives in the country is high.

#### North America Olive Industry Overview

##### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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