

## **Europe Vegetable Oil - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

The Europe Vegetable Oil Market size is estimated at USD 35.64 billion in 2025, and is expected to reach USD 45.61 billion by 2030, at a CAGR of 5.06% during the forecast period (2025-2030).

The demand for vegetable oil among European consumers is driven by the robust demand for products that offer health benefits and basic nutritional needs. European consumers often use vegetable oil, such as sunflower oil, in their dishes as it offers many health benefits due to being low in saturated fats, monosaturated fatty acids, and polyunsaturated fatty acids. According to the Federal Office of Statistics, the production value of sunflower and safflower oil in Germany increased from EUR 233.56 million in 2019 to EUR 267.2 million in 2023.

As many consumers deal with heart health issues, the consumption of high-oleic vegetable oil is thought to provide some benefits for heart health. For instance, soybean oil is considered a heart-healthy oil because it contains omega-3 and omega-6 fatty acids. Similarly, palm oil contains vitamin E, which can help protect against dementia and stroke, lower bad cholesterol, and increase good cholesterol. Vegetable oils also contain antioxidants, which can help prevent aging-related diseases like cancer and heart disease. In 2022, according to Daiichi Sankyo, 70.5% of respondents considered high blood pressure to increase the risk of heart disease, 66% considered high cholesterol to increase the risk, and 56.2% considered obesity to increase the risk. Thus, the advantages of vegetable oil have increased its consumption in the country, driving market demand.

Europe Vegetable Oil Market Trends

The Trend of Using Un-refined Sunflower Oil is Gaining Traction

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Unrefined sunflower oil is becoming an attractive vegetable oil to be consumed in Europe as it is a healthier option when it comes to cooking than other types of cooking oils. The cold-pressing method of un-refined sunflower oil preserves the natural antioxidants and nutrients in the oil, whereas other methods of extraction can potentially remove or damage the beneficial compounds of the oil. Unrefined sunflower oil retains more of its natural flavor and nutritional value and is a source of polyunsaturated fats, beneficial in moderate amounts as part of a balanced diet. It is less heat-stable, making it suitable for several dishes that are either raw or cooked at low temperatures. Sunflower oil also retains its original nutrient content, flavor, and color. Additionally, unrefined sunflower oil has a much lower smoke point than refined sunflower oil, which prevents the destruction of the oil into a rancid fatty acid, thereby making it an attractive oil for consumption.

Further, sunflower oil is a versatile product that finds applications in many fields, such as food, cosmetics, pharmaceutical industries, etc. Sunflower oil can be applied directly to the skin to fight wrinkles and can be used every day as it is gentle. Brands are offering sunflower oil for the face, skin, and hair health. Prominent companies are receiving certifications from USDA for their products to gain consumer trust. For instance, ADI offers organic, unrefined sunflower oil for skin, face, and hair. The product is USDA-organic certified, non-GMO, vegan, keto-friendly, etc.

### Germany Holds the Largest Market Share

Germany is considered to be the top producer of vegetable oil globally. Due to its nutritionally balanced composition, vegetable oil, such as rapeseed oil, has become popular in Germany and Europe. It is widely used for both salad dressings and as a cooking oil, and it is a key ingredient in margarine, mayonnaise, and dressings. The non-food industry also shows interest in vegetable oil, utilizing it for energy production, like biofuels, and as an environment-friendly additive in lubricants. Germany stands as one of the major markets for olive oil in Europe, with a high and stable total consumption. Germany tripled its consumption of olive oil during this century, reaching about 80,000 tons in 2022, consolidating its position as the largest European consumer of olive oil among non-Mediterranean countries.

There are promising opportunities for organic olive oil in the market. The majority of olive oil consumption in Germany is for virgin olive oil. Prominent market manufacturers are offering vegetable oil fortified with vitamins A, D, or other fat-soluble vitamins. They offer the products in different packaging options for consumer easy handling and easy transportation. With certified products gaining immense importance, sunflower oil manufacturers are offering USDA-certified products that are organic, non-GMO, etc., to attract more consumers. For instance, brands such as Adi, Velona, and PuraDor offer USDA-certified sunflower oils that are organic and 100% pure. The products are non-GMO, with no additives or fragrance, and are chemical-free and alcohol-free. Thus, the prominent health benefits offered by vegetable oil and manufacturers offering certified oils to consumers reflect positively on the market demand and growth.

### Europe Vegetable Oil Industry Overview

The European vegetable oil market is competitive due to multiple regional and multinational companies offering a wide range of products and trying to maintain their leadership position in the market. Major players in the market include Archer Daniels Midland Company, Olam International Limited, Bunge Limited, and Wilmar International Limited. These companies hold a significant share of the market and embark on business strategies, including product innovations, partnerships, strengthening their hold over online and offline marketing, and mergers and acquisitions to expand their visibility and portfolio of offerings, thus augmenting the growth of the market.

### Additional Benefits:

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

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