

Olive - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-06-01 | 120 pages | Mordor Intelligence

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Report description:

Olive Market Analysis

The global olive market size stood at USD 17.3 billion in 2025 and is on track to reach USD 21.8 billion by 2030, advancing at a 4.74% CAGR over the forecast period. Momentum stems from the widening acceptance of Mediterranean-style diets, clinically linked to lower cardiovascular risk, rising disposable incomes in Asia-Pacific, and sustainability subsidies that reward perennial crops. Producers are also converting arid acreage to super-high-density groves, improving yields while conserving water. Premium extra-virgin exports benefit from blockchain traceability that secures price premiums, yet volatility persists due to climate-driven biennial bearing swings and the spread of *Xylella fastidiosa*.

Global Olive Market Trends and Insights

Diet-linked Shift Toward Mediterranean Diet

Robust clinical evidence from the PREDIMED trial shows that olive-oil-rich eating patterns reduce cardiovascular events, encouraging physicians and wellness programs to recommend olive oil as a functional staple. Demand now extends well beyond the Mediterranean, with rapid uptake in China and India, where rising urban incomes support premium food purchases. Monounsaturated fats and polyphenols in olive oil lower LDL cholesterol and systemic inflammation, reinforcing its health halo. Institutional adoption through workplace and hospital meal plans is amplifying household consumption. Marketing campaigns emphasize scientifically proven benefits, further embedding the product in everyday diets.

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Rapid Expansion of Premium Extra-Virgin Olive Exports

Spanish shipments to India reached a high in early 2023 as producers pivot from bulk sales to bottled, traceable formats. Deoleo's IBM Food Trust partnership enables consumers to scan QR codes for origin verification, supporting premium pricing. Cold-chain improvements and light-proof packaging protect phenolics during long-haul routes, opening gateways in Southeast Asia and North America. Tunisian exporters are following suit, shifting toward branded bottles despite bureaucratic hurdles. Competition is intensifying as traditional commodity players chase higher-margin niches.

Climate-induced Biennial Bearing Volatility

Warmer seasons disrupt flowering and elongate fruit maturation, shrinking oil content and heightening alternate-bearing swings. Mediterranean rainfall could fall another 7-9% by mid-century, reducing rain-fed yields by as much as 7%. Processors face erratic raw-material flows, while price spikes trigger substitution to cheaper seed oils in mass-market segments. Breeding programs pursue tolerance traits, yet commercial deployment takes over a decade.

Other drivers and restraints analyzed in the detailed report include:

Rising Cardiometabolic Disease Burden Boosting Demand / Government Sustainability Subsidies for Perennial Crops / Spread of *Xylella fastidiosa* and *Verticillium Wilt* Pathogens /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Oil-crushing varieties generated 72.40% of olive market share in 2024, underscoring consumers' preference for liquid formats and processors' reliance on industrial throughput efficiencies. Table-olive demand, though smaller, is projected to outpace total olive market growth at a 6.80% CAGR through 2030 as health-oriented snacking gains traction in Asia. Spain harvested 1.41 million tons in the 2024/25 season, most destined for crushers. Producers also employ dual-purpose cultivars, switching allocation when relative prices shift. Labeling reforms and polyphenol retention technologies are raising quality standards, pushing mass-market blends toward higher phenolic benchmarks. Table-olive processors deploy portion-controlled pouches and low-salt curing to attract convenience buyers. QR-enabled provenance checks further buttress authenticity claims, elevating premium shelf prices by 5-6% in gourmet outlets.

The Olive Market Report is Segmented by Product Use (Oil-Crushing Olives and More), by Certification Status (Organic-Certified and More), and by Geography (North America and More). The Report Includes Production (Volume), Consumption (Value and Volume), Import (Value and Volume), Export (Value and Volume), and Price Trend Analysis. The Market Forecasts are Provided in Terms of Value (USD) and Volume (Metric Tons).

Geography Analysis

Europe commanded 39.50% of the global olive market in 2024 as favorable rains drove EU production up 31%. Europe's olive market strength rests on deep processing capacity, longstanding trade networks, and stringent quality controls that deliver premium positioning worldwide. 2024/25 output is forecast at 2 million tons, aided by Spain's return to normalized rainfall patterns and expanded super-high-density acreage. Producers nonetheless grapple with growing labor shortages 15% of Seville's fruit went unharvested in 2024 pushing wider adoption of mechanical shakers and robotics.

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Asia-Pacific is the fastest-growing geography at 6.20% CAGR, driven by India's consumption climb. Asia-Pacific continues its rapid trajectory, capturing health-conscious consumers through modern retail chains and food-service expansion. Spanish exporters hold roughly 82% of India's bottled imports, demonstrating first-mover clout despite a 45% basic duty plus 5% GST. Hospitality channels in Mumbai and Delhi account for 40% of urban olive oil use, while Indonesian growth attracts Andalusian producers that leverage social media storytelling to build brand equity.

North America recorded olive-oil imports during 2024, largely on price appreciation as per-ton costs hit USD 8,972. Ten-percent tariffs slated for April 2025 prompt distributors to pursue multi-origin contracts, including North-African bulk suppliers. In contrast, drought has trimmed Morocco's 2024/25 harvest to 90,000 tons, well below the 141,600 tons five-year norm-underscoring climatic vulnerability in fringe regions.

List of Companies Covered in this Report:

Market Overview / Market Drivers / Market Restraints / Value/Supply-Chain Analysis / Regulatory Landscape / Technological Outlook / PESTEL Analysis / List of Stakeholders /

Additional Benefits:

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

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