

Sunflower Oil - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

Market Report | 2026-02-09 | 139 pages | Mordor Intelligence

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Report description:

Sunflower Oil Market Analysis

Sunflower oil market size in 2026 is estimated at USD 25.87 billion, growing from 2025 value of USD 24.62 billion with 2031 projections showing USD 33.12 billion, growing at 5.07% CAGR over 2026-2031. The sunflower oil market benefits from its versatility across food processing, biodiesel and personal-care applications, its naturally trans-fat-free profile and the regulatory momentum that favors healthier edible oils. Higher demand for high-oleic and mid-oleic grades, growing renewable diesel capacity and corporate decarbonization efforts reinforce long-term volume growth. Europe remains the core consumption and processing hub, while North American biodiesel mandates and Asia's dietary upgrade trend diversify growth avenues. Supply-side risk stemming from climatic variability and the ongoing conflict in Ukraine underscores the need for geographic sourcing diversification and resilient logistics. Intensifying rivalry among integrated agribusiness majors and regionally entrenched processors shapes pricing power and innovation pace in the sunflower oil market.

Global Sunflower Oil Market Trends and Insights

Rising consumer awareness of heart-healthy cooking oils

Consumers are increasingly aware of the benefits of heart-healthy cooking oils, which is driving the growth of the sunflower oil market. Sunflower oil, known for its high content of unsaturated fats and low levels of saturated fats, is considered a healthier alternative to traditional cooking oils. Additionally, it is rich in Vitamin E and antioxidants, which contribute to cardiovascular

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health. According to the World Health Organization (WHO), cardiovascular diseases are the leading cause of death globally, accounting for approximately 17.9 million deaths annually. This has led to a growing demand for healthier dietary options, including sunflower oil. Furthermore, the increasing prevalence of lifestyle-related diseases, such as obesity and diabetes, has further amplified the shift toward heart-healthy cooking oils. The rising trend of health-conscious consumers, coupled with the promotion of sunflower oil by health organizations and food manufacturers, is expected to sustain the market's growth during the forecast period.

Shift away from trans-fats in global food processing

The global shift away from trans-fats in food processing is a significant driver for the sunflower oil market. With increasing awareness of the adverse health effects associated with trans-fats, regulatory bodies worldwide have implemented stringent measures to reduce or eliminate their use in food products. Sunflower oil, known for its low trans-fat content and high levels of unsaturated fats, has emerged as a preferred alternative for food manufacturers. Its versatility in cooking, frying, and as an ingredient in processed foods further enhances its appeal. Additionally, the oil's neutral flavor and high smoke point make it suitable for a wide range of culinary applications, including baking, sauteing, and deep frying. The growing demand for clean-label and natural ingredients in food products also aligns with the characteristics of sunflower oil, as it is often perceived as a healthier and more natural option. This trend is expected to continue driving the demand for sunflower oil during the forecast period, as consumers and manufacturers alike prioritize healthier options in food production.

Geopolitical supply shocks in Ukraine and Russia

The ongoing conflict in Ukraine continues to disrupt global sunflower oil supply chains, with both countries among the largest producers and exporters of sunflower oil globally, accounting for a substantial share of the global supply. The ongoing geopolitical tensions and conflicts have disrupted the supply chain, leading to reduced production and export capabilities. This disruption has caused volatility in sunflower oil prices, making it challenging for market participants to predict and plan for future supply and demand. The instability has also forced importing countries to seek alternative sources, which often come at higher costs and with logistical challenges, further straining the global supply chain. Moreover, the reduced availability of sunflower oil has led to increased competition among buyers, driving up prices and creating additional pressure on downstream industries, such as food processing and retail. Such disruptions act as a major restraint for the growth of the sunflower oil market, as they hinder consistent supply, affect market dynamics, and create long-term uncertainties for stakeholders across the value chain.

Other drivers and restraints analyzed in the detailed report include:

Growing demand for high-oleic sunflower oil for frying stability
Cold-pressed oil uptake in premium personal-care
Price competition from soybean and palm oils

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

Segment Analysis

In 2025, linoleic sunflower oil dominates the sunflower oil market, holding the largest share of 60.78%. This segment continues to benefit from strong consumer demand due to its recognized health benefits, including high levels of polyunsaturated fats that promote heart health. The widespread use of linoleic oil in culinary applications and food processing further solidifies its leading position. Additionally, established supply chains and consumer trust in this variant contribute to its sustained dominance. Despite increasing competition from emerging variants, linoleic oil remains the preferred choice among manufacturers and consumers alike. Its prevalence in both retail and industrial sectors indicates its critical role in the overall sunflower oil market landscape.

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Mid-oleic sunflower oil is poised to be the fastest-growing segment in the market, registering a robust CAGR of 6.84% from 2026 to 2031. This strong growth trajectory is driven by rising consumer awareness of its health advantages, particularly the balanced fatty acid profile that blends stability and nutritional benefits. Mid-oleic sunflower oil's improved oxidative stability makes it increasingly popular for cooking at high temperatures, differentiating it from traditional linoleic oils. Innovations in production techniques and expanding cultivation areas are also supporting the segment's expansion. Moreover, burgeoning demand from health-conscious consumers and the foodservice industry continues to fuel this segment's rapid rise. As the market evolves, mid-oleic sunflower oil is expected to carve out a significant niche, despite the established dominance of linoleic oil.

The Sunflower Oil Market Report is Segmented by Fatty Acid Profile (Linoleic Sunflower Oil, Mid-Oleic Sunflower Oil, and More), Processing (Refined, and Unrefined/Cold-Pressed), End Use (Food Industry, Foodservice/Horeca, Retail, Personal Care and Cosmetics, and More), and Geography (North America, Europe, Asia-Pacific, South America, Middle East and Africa). The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

In 2025, European markets lead the global sunflower oil industry with the largest market share of 44.83%. This leadership is supported by the region's well-established sunflower seed cultivation and processing infrastructure across key countries such as Ukraine, Russia, Bulgaria, and Spain. European consumers have a strong preference for sunflower oil due to its health benefits, including a high smoke point and a high concentration of unsaturated fatty acids, which suit their dietary patterns. The region's rapid adoption is also influenced by busy lifestyles that drive demand for quality cooking oils both at home and in commercial food services. Additionally, European investments in advanced agricultural technologies and processing facilities help maintain production efficiency and meet consumer needs.

India's strategic pivot from palm oil imports to healthier alternatives, notably sunflower oil, coupled with China's surging domestic consumption bolstered by rising household incomes and a shift towards healthier cooking preferences fuels the Asia-Pacific's robust growth momentum, projected at a 5.55% CAGR through 2031. Data from ITC Trade Map reveals that India's import value of sunflower oil surged from USD 3.04 billion in 2022 to USD 3.70 billion in 2024, further highlighting the region's shift towards healthier oil consumption. The region benefits from a large population base and increasing awareness of nutritional benefits associated with sunflower oil, such as its high vitamin E content and low saturated fat. The food industry in Asia-Pacific has also been adapting to government regulations aimed at reducing unhealthy fats, further propelling the uptake of sunflower oil.

Other regions contribute uniquely to the market landscape as well. North America is witnessing moderate growth with increased consumer health consciousness boosting demand, although sunflower oil production is modest compared to other crops. The Middle East and Africa are experiencing gradual market expansion, driven by shifting dietary preferences toward heart-healthier oils amid growing health awareness. South America remains a reliable supplier with countries like Argentina and Brazil supporting global demand through efficient production and export strategies. Together, these regions reflect a diverse but collectively expanding global sunflower oil market landscape.

List of Companies Covered in this Report:

Archer Daniels Midland Company Bunge Ltd. Cargill, Incorporated Wilmar International Ltd. Kernel Holding S.A. Kaissa Oil Optimusagro Trade LLC Risoil SA Gustav Heess GmbH MWC Oil Conagra Brands, Inc. Avril Group Rusagro Group Marico Ltd. Borges Agricultural & Industrial Nuts EFKO Group ViOil Industrial Group Olam International Aves Enerji (Sunar Group) AAK AB

Additional Benefits:

 The market estimate (ME) sheet in Excel format

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Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET LANDSCAPE

4.1 Market Overview

4.2 Market Drivers

4.2.1 Rising consumer awareness of heart-healthy cooking oils

4.2.2 Shift away from trans-fats in global food processing

4.2.3 Growing demand for high-oleic sunflower oil for frying stability

4.2.4 Biodiesel mandates boosting vegetable-oil demand

4.2.5 Cold-pressed oil uptake in premium personal care

4.2.6 Scope-3 decarbonisation driving palm-oil substitution

4.3 Market Restraints

4.3.1 Geopolitical supply shocks in Ukraine and Russia

4.3.2 Price competition from soybean and palm oils

4.3.3 EU deforestation-rule traceability costs

4.3.4 Micro-climate yield volatility

4.4 Value/Supply-Chain Analysis

4.5 Technological Outlook

4.6 Porter's Five Forces

4.6.1 Bargaining Power of Buyers/Consumers

4.6.2 Bargaining Power of Suppliers

4.6.3 Threat of New Entrants

4.6.4 Threat of Substitute Products

4.6.5 Intensity of Competitive Rivalry

5 MARKET SIZE AND GROWTH FORECASTS (VALUE)

5.1 By Fatty Acid Profile

5.1.1 Linoleic Sunflower Oil

5.1.2 Mid-oleic Sunflower Oil

5.1.3 High-oleic Sunflower Oil

5.2 By Processing

5.2.1 Refined

5.2.2 Unrefined / Cold-Pressed

5.3 By End Use

5.3.1 Food Industry

5.3.1.1 Bakery and Confectionery

5.3.1.2 Savory Snacks

5.3.1.3 Ready Meals

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- 5.3.1.4 Canned Foods
- 5.3.1.5 Others
- 5.3.2 Foodservice/Horeca
- 5.3.3 Retail
 - 5.3.3.1 Supermarkets/Hypermarkets
 - 5.3.3.2 Convenience Stores
 - 5.3.3.3 Online Retail Stores
 - 5.3.3.4 Other Distribution Channels
- 5.3.4 Biodiesel
- 5.3.5 Personal Care and Cosmetics
- 5.3.6 Others
- 5.4 By Geography
 - 5.4.1 North America
 - 5.4.1.1 United States
 - 5.4.1.2 Canada
 - 5.4.1.3 Mexico
 - 5.4.1.4 Rest of North America
 - 5.4.2 Europe
 - 5.4.2.1 Germany
 - 5.4.2.2 United Kingdom
 - 5.4.2.3 France
 - 5.4.2.4 Italy
 - 5.4.2.5 Russia
 - 5.4.2.6 Spain
 - 5.4.2.7 Rest of Europe
 - 5.4.3 Asia-Pacific
 - 5.4.3.1 China
 - 5.4.3.2 Japan
 - 5.4.3.3 India
 - 5.4.3.4 Australia
 - 5.4.3.5 South America
 - 5.4.3.6 Rest of Asia-Pacific
 - 5.4.4 South America
 - 5.4.4.1 Brazil
 - 5.4.4.2 Argentina
 - 5.4.4.3 Rest of South America
 - 5.4.5 Middle East and Africa
 - 5.4.5.1 Saudi Arabia
 - 5.4.5.2 United Arab Emirates
 - 5.4.5.3 South Africa
 - 5.4.5.4 Turkey
 - 5.4.5.5 Rest of Middle East and Africa

6 COMPETITIVE LANDSCAPE

- 6.1 Market Concentration
- 6.2 Strategic Moves
- 6.3 Market Share Analysis

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6.4 Company Profiles (includes Global Overview, Market-level Overview, Core Segments, Financials, Strategic Information, Market Rank/Share, Products & Services, Recent Developments)

6.4.1 Archer Daniels Midland Company

6.4.2 Bunge Ltd.

6.4.3 Cargill, Incorporated

6.4.4 Wilmar International Ltd.

6.4.5 Kernel Holding S.A.

6.4.6 Kaissa Oil

6.4.7 Optimusagro Trade LLC

6.4.8 Risoil SA

6.4.9 Gustav Heess GmbH

6.4.10 MWC Oil

6.4.11 Conagra Brands, Inc.

6.4.12 Avril Group

6.4.13 Rusagro Group

6.4.14 Marico Ltd.

6.4.15 Borges Agricultural & Industrial Nuts

6.4.16 EFKO Group

6.4.17 ViOil Industrial Group

6.4.18 Olam International

6.4.19 Aves Enerji (Sunar Group)

6.4.20 AAK AB

7 MARKET OPPORTUNITIES AND FUTURE OUTLOOK

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