



Edible Oils in Western Europe

January 2022

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REGIONAL OVERVIEW

Western Europe the global leader for per capita consumption

Positive growth expected for most of the forecast period

Turkey sees supercharged growth for sunflower oil in 2016-2021

Downward pressure on prices hits olive oil performance in Italy

Palm oil declining in most countries where it is present

High price rises in Turkey helping to drive value growth

Modern grocery retailers dominate edible oils sales in Western Europe

E-commerce share grows in the pandemic but remains small

LEADING COMPANIES AND BRANDS

Private label gains share in the UK over 2016-2021

Anadolu Group gains a lot of regional share over 2016-2021

Turkish companies tend to be single-market players

Turkish sunflower oil brands moving up the rankings

FORECAST PROJECTIONS

Growth to slow after the spikes seen in 2020 and 2021

Turkish growth to slow as sunflower oil price movements normalise

Private label lines increasingly focusing on quality and health

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