



**Euromonitor
International**

Edible Oils in Canada

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Immigration and price-sensitivity shape demand

INDUSTRY PERFORMANCE

Volume sales recover as inflation eases, but value sales decline

Sunflower oil enjoys growth as price-conscious consumers turn away from olive oil

WHAT'S NEXT?

Economic and demographic shifts set to impact growth forecasts

Flavour and ingredient innovation will moderate the impact of health and wellness claims

Premium edible oils to see heightened focus on traceability

COMPETITIVE LANDSCAPE

Leading players and private label perform well in 2025

Crisco, which remained focused on vegetable oils, lost brand share.

CHANNELS

E-commerce sees notable share growth, though supermarkets leads sales

Omni-channel approach is increasingly popular in Canada

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Cooking Ingredients and Meals in Canada - Industry Overview

EXECUTIVE SUMMARY

Stable performance linked to immigration-driven population growth

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INDUSTRY PERFORMANCE

Changing lifestyles and demographics are reflected in category performance

High tariffs prompt local consumers to opt for domestic produce

Global flavours gain popularity and innovation follows suit

WHAT'S NEXT?

Overall growth predicted for cooking ingredients and meals

Trade tensions will impact retail prices in the coming years

Legislative developments will drive players to improve formulations

COMPETITIVE LANDSCAPE

Kraft Heinz leads a fragmented industry

Private label growth reflects ongoing price-consciousness

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