



**Euromonitor
International**

Edible Oils in New Zealand

November 2025

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2025 DEVELOPMENTS

Sales benefit from consumers buying a range of options

INDUSTRY PERFORMANCE

Volumes rebound while value edges higher on mix and renewed confidence

Olive oil dynamics highlight the importance of supply resilience and transparent pricing

WHAT'S NEXT?

Steady value growth shaped by wellness demand and more resilient sourcing

Health and wellness priorities elevate extra-virgin and high-heat choices

COMPETITIVE LANDSCAPE

Foodstuffs strengthens its lead by meeting value needs without dropping quality cues

William Aitken & Co stabilises premium olive with a quality-first, standards-led stance

CHANNELS

Supermarkets remain the anchor as private label brands widen everyday choice

E-commerce grows from a small base as omnichannel habits bed in

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Cooking Ingredients and Meals in New Zealand - Industry Overview

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Price-sensitivity persists, benefiting private label

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INDUSTRY PERFORMANCE

Health and wellness steer product development

Reformulation and transparency reshape sauces and condiments

From “quick fixes” to “fakeaways”

WHAT'S NEXT?

Moderate value growth amid cost and supply pressures

Health and wellness define long-term value

Market reform and digital retail transformation

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Heinz Wattie's maintains market leadership

Foodstuffs drives growth through Pams private label

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