



Euromonitor
International

Edible Oils in the US

November 2025

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Edible Oils in the US - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Olive oil sees higher prices but benefits from consumers seeking healthy options

INDUSTRY PERFORMANCE

Consumers shift toward natural and minimally processed edible oils

Evolving pricing strategies shape category performance

WHAT NEXT?

Polarisation between premium and value segments

Health perceptions and more transparent labelling will guide purchasing decisions

Sustainability messaging and supply chain transparency become imperatives

COMPETITIVE LANDSCAPE

Private label leads while premium brands gain traction in olive oil

Bertolli USA Inc reports dynamic performance in olive oil

CHANNELS

Traditional retail channels consolidate their position

Retail e-commerce gains traction over 2025

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Cooking Ingredients and Meals in the US - Industry Overview

EXECUTIVE SUMMARY

Shift to home cooking benefits sales, as consumers seek to save money

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Home cooking trends bolster demand, but economic factors and US tariffs present challenges

Sauces, dips and condiments grows as consumers seek to enhance flavour, add variety, and recreate restaurant-style dishes at home

Major players respond to use of GLP medications

WHAT'S NEXT?

Economic pressures will place stronger emphasis on home cooking

GLP-1 use will guide further product development

New legal definition of 'healthy' will lead to reformulation of products

COMPETITIVE LANDSCAPE

Private label share accounts for majority of sales
Stability is anticipated for the competitive landscape

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/edible-oils-in-the-us/report.