



**Euromonitor
International**

Edible Oils in Italy

November 2025

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2025 DEVELOPMENTS

Price increases ease and volume sales benefit

INDUSTRY PERFORMANCE

Category growth driven by rising volume sales

Sunflower oil drives growth in edible oils in 2025

WHAT'S NEXT?

Centrality of oil to local diets ensures continued growth

Health and wellness trends support growth prospects for other edible oils

Olive oil should see further expansion as harvesting methods advance

COMPETITIVE LANDSCAPE

Carapelli leads through broad portfolio and persistent innovation

Oleificio Zucchi sees strong growth through sustainability initiative

CHANNELS

Supermarkets as preferred channel for edible oils purchases

E-commerce benefits from home delivery offer and focus on premium oils

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Cooking Ingredients and Meals in Italy - Industry Overview

EXECUTIVE SUMMARY

Demand for convenience and high-quality food benefits sales

KEY DATA FINDINGS

Hectic lifestyles support growth in cooking ingredients and meals

Olive oil sees falling prices as olive harvest recovers

Demand becomes more sophisticated as consumers show willingness to experiment

WHAT'S NEXT?

Value sales growth set to continue as meal kits expands

Edible oils will benefit from traditional importance of olive oil, though remains susceptible to several influences

COMPETITIVE LANDSCAPE

Coop Italia leads with broad private label portfolio

HelloFresh rises fastest as meal kits continues to expand

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