

Edible Oils - UK - August 2009

Report Price: £1500 / \$3000 / €2250

What is this report about?

Since 2007, value sales of edible oils have grown by 30%, to reach £323 million. When the effects of inflation are taken into account, value sales grew by 17% in real terms.



Key issues covered in the analysis

- Sales of edible oils have increased 28% since 2007, increasing market value by £80m to take it to £363m. Nine in ten households use oils and while usage frequency is growing, volume sales are falling as consumers try to use less oil each time, in line with general healthier eating habits
- Olive oil has become the nation's favourite, with 26.5 million users. In second place is standard vegetable oil with 20.5m users; sunflower oil has a similar size user base. Speciality oils have a much smaller consumer base at 3.6m. A small, but still significant 6 million users have a wide repertoire of oils in their kitchen and use five or more different varieties
- 31m adults prepare stir-fry meals, making this is the most popular oil-based cooking method. Roasting is in second place with almost 24m adults using oils for this purpose
- 14m adults use oil as a base for a salad dressing, and this offers potential for new product development in flavoured oils for home-made salad dressings. Prepared salad dressings are worth £48 million, giving oils the potential to grab a slice of this spend
- 14m adults are trying to use as little oil as possible, so there is more room for NPD in packaging to help control the amount used each time, eg sprays, measured dispensers
- Few consumers see any difference between own-label and branded oils, and over 20m users choose own-label vs. 11m who like to use a branded oil. Price is the key to product choice, and 12m shoppers always pick the cheapest. It is the branded players who lead for NPD, however, especially in developments such as spray oils

Scope of the report

This report covers the UK retail market for edible oils sold through mainstream grocery outlets and for use in domestic food preparation. It includes blended vegetable oil (which is usually rapeseed) and single-seed oils such as sunflower and corn, plus olive (including extra virgin) along with groundnut, walnut, sesame and other varieties of speciality oil.

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