

Cooking Oils - China - 2021

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- Market growth and competitive landscape in the cooking oil industry
- Innovations and marketing activities for cooking oils
- Consumers' usage and behaviours towards cooking oils
- Consumers' choice factors when purchasing cooking oils
- Consumers' interest in niche oils and functional benefits of cooking oil products
- Effective marketing approaches towards different age groups

55% of respondents who cook every day or almost every day are reported to use at least four types of cooking oils, indicating consumers' need for diverse oil types. The preference for diversity is likely to be caused by the demand for various flavours and nutrients to satisfy appetite and maintain good health. COVID-19 has enhanced health awareness among consumers and changed consumers' purchase behaviours. As a result, consumers have reduced their cooking oils consumption and are asking for healthy, quality products. Meanwhile, consumers also shop more for cooking oils online.

The biggest threat to the cooking oil market is the lack of diversity in product innovations. In the past year, innovations in cooking oil products have focused more on packaging but less on ingredients and functions. Given consumers' high interest in functional benefits and better-for-you options, brands should invest more in product innovations to satisfy the needs accordingly.

Growth opportunities in the market include launching gift sets of diverse oil types and tailoring product offerings and marketing approaches to different age groups. Specifically, when marketing to consumers aged 50-59, brands are recommended to focus less on functional benefits and more on brand image. While for consumers aged 25-49, brands should launch cooking oils with multiple functions such as boosting brain power, protecting eyesight and relieving fatigue to satisfy their individual and family needs.



"The retail value of cooking oil continues growth momentum in the post-pandemic era thanks to the rising oil prices. However, the long-term growth is expected to slow down as the consumption of oil has been declining with consumers' eating out occasions increasing."

– Joy Yin, Senior Research Analyst

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

OVERVIEW

- **What you need to know**
- **Key issues covered in this Report**
- **Covered in this Report**
- **Exclusions:**

EXECUTIVE SUMMARY

- **The market**
- **Growth momentum caused by rising oil prices**
 - Figure 1: Retail market value of cooking oils, China, 2016-26
 - Figure 2: Retail market volume of cooking oils, China, 2016-26
 - Figure 3: Retail value share of cooking oil segments, China, 2019-21
- **Companies and brands**
 - Figure 4: Leading companies in cooking oil market, by value share, China, 2019-21
- **The consumer**
 - Figure 5: Usage of cooking oils, 2021
 - Figure 6: Interest in niche oils, 2021
 - Figure 7: Choice factors, 2021
 - Figure 8: Purchase experience and interest for functional claims, 2021
 - Figure 9: Health factors, 2021
 - Figure 10: Consumer behaviours, 2021

- **What we think**

ISSUES AND INSIGHTS

- **Bundle diverse types of cooking oils as gift sets**
- **The facts**
- **The implications**
 - Figure 11: Sanmark's cooking oil gift set, China, 2021
- **Tailor marketing to consumers aged 50-59**
- **The facts**
- **The implications**
- **Launch functional oils to target consumers aged 25-49**
- **The facts**
- **The implications**
 - Figure 12: Product examples of cooking oils with multiple functions, global, 2021

MARKET SIZE AND FORECAST

- **Growth momentum sustains for market value**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Cooking Oils - China - 2021

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



Figure 13: Retail market value of cooking oils, China, 2016-26

Figure 14: Retail market volume of cooking oils, China, 2016-26

- **Future demand will stabilise and become quality-oriented**

MARKET SEGMENTATION

- **Continued rise of healthy oils**

Figure 15: Retail value share of cooking oil segments, China, 2019-21

MARKET FACTORS

- **Cooking frequency has declined**
- **Consumers are asking for healthy and quality products**
- **Oil prices keep increasing**
- **Online retail shows growth potential**

MARKET SHARE

- **Wilmar and COFCO still lead the market**

Figure 16: Leading companies in cooking oil market, by value share, China, 2019-21

- **Haitian Food entered cooking oil segment**

Figure 17: Cooking oil product examples by Haitian Food, China, 2021

MARKETING ACTIVITIES

- **Companies are actively using community group buying channels**
- **The trend of Consumer-to-Manufacturer**

Figure 18: Hujihua's customised cooking oil for companies, China, 2021

Figure 19: Fulinmen's customised cooking oil for JD.com, China, 2020

Figure 20: Examples of customised products for Pinduoduo, China, 2021

- **Enhance product varieties by pressing methods**

Figure 21: Product examples of Jiusan's 'pressed' series cooking oil, China, 2021

NEW PRODUCT TRENDS

- **To explore more 'minus' attributes**

Figure 22: "Minus" claims in cooking oils, China, 2016-21

Figure 23: Product examples of cooking oils with zero trans-fat, China, 2021

- **Crossover to enhance brand image**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Cooking Oils - China - 2021

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

MINTEL

Figure 24: Luhua x Hermès cooking oil gift set for Mid-Autumn festival, China, 2021

Figure 25: Guangken x Summer Palace cooking oil products, China, 2021

- **Closure innovations**

Figure 26: Aptar's new closure 'Maestro' for edible oils, 2020

Figure 27: Cargill's new closure, China, 2021

- **Private labels are on the rise**

Figure 28: Percentage of private label cooking oils in total launches, China, 2016-21

Figure 29: Product examples of private label cooking oils, China, 2021

USAGE OF COOKING OILS

- **Peanut oil still leads in usage**

Figure 30: Usage of cooking oils, 2021

- **Penetration is the lowest among consumers aged 50-59**

Figure 31: Usage of cooking oils – Top five, by age, 2021

- **Diversity of oils is preferred by consumers who cook more often**

Figure 32: Repertoire analysis of cooking oils usage, 2021

Figure 33: Repertoire analysis of cooking oils usage, by cooking frequency, 2021

INTEREST IN NICHE OILS

- **Wheat germ and coconut oils generate the most interest**

Figure 34: Interest in niche oils, 2021

- **Niche oils are attractive to high earners and families with children**

Figure 35: Interest in niche oils*, by household income, 2021

Figure 36: Interest in niche oils*, by family structure, 2021

- **Online channels should be preferred to promote niche oils**

Figure 37: Interest in niche oils*, by consumer groups, 2021

CHOICE FACTORS

- **Nutrients continue to be the most important factor**

Figure 38: Choice factors, 2021

Figure 39: TURF analysis – Choice factors, 2021

- **Non-GMOs and brand names are valued by consumers aged 50-59**

Figure 40: Choice factors, by age, 2021

- **Celebrity endorsement needs to be equipped with specific functional benefits**

Figure 41: Choice factors, by consumer group, 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

PURCHASE EXPERIENCE AND INTEREST FOR FUNCTIONAL CLAIMS

- Cardiovascular health sparks the most interest**
 Figure 42: Purchase experience and interest for functional claims, 2021
- Functional claims should target consumers aged 25-49**
 Figure 43: Purchase experience and interest for functional claims – “Haven’t bought and not interested in buying”, by age, 2021
- Promote certain functions to compete with private label oils**
 Figure 44: Purchase experience and interest for functional claims*, by consumer group, 2021

HEALTH FACTORS

- All-natural ingredients are a top health factor for cooking oils...**
 Figure 45: Health factors, 2021
 Figure 46: Percentage of selected health claims in total cooking oil launches, China, 2016-21
- ... while linoleic acid and oleic acid are less acknowledged**
 Figure 47: Health factors, by education level, 2021
- Claims for cardiovascular health would help increase oil consumption**
 Figure 48: Health factors, by consumer group, 2021

CONSUMER BEHAVIOURS

- The rise of online channels and private label**
 Figure 49: Consumer behaviours – Purchase habits, 2021
- Consumers ask for multiple functions**
 Figure 50: Consumer behaviours – Interest in multiple functions, 2021
 Figure 51: Choice factors, by agreement with “I’m interested in trying cooking oils that claim multiple functions”, 2021
- Preference for blended oils is caused by concerns of health and price**
 Figure 52: Consumer behaviours – Comparison between blended oils and single oils, 2021
 Figure 53: Consumer behaviours, by agreement with “I buy blended cooking oils more often than single oils”, 2021
- Recommendations by family/friends influence buying habits**
 Figure 54: Consumer behaviours – Triggers for purchasing decisions, 2021
 Figure 55: Consumer behaviours – “I would buy a cooking oil because it’s endorsed by my favourite celebrity”, by age, 2021

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Cooking Oils - China - 2021

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

MINTEL

APPENDIX – MARKET SIZE AND FORECAST

Figure 56: Total retail market value of cooking oils, China, 2016–26

Figure 57: Total retail market volume of cooking oils, China, 2016–26

APPENDIX – MARKET SEGMENTATION

Figure 58: Retail market value of cooking oils, by segment, China, 2018–21

APPENDIX – METHODOLOGY AND ABBREVIATIONS

- **Methodology**
- **Abbreviations**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.