

# Cooking Oils - China - 2022

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## This report looks at the following areas:

- Market outlook of cooking oil segments
- Innovative products and marketing activities in the industry
- Penetration and consumption trend of different oil types
- Choice factors and premium attributes perceived by consumers
- Consumers' preference towards Medium- and Long-chain Triacylglycerols (MLCT) oils and nutrients in cooking oils
- NPD and marketing strategy for niche oils.

Niche oils – including linseed oil, tea seed oil and walnut oil – have much lower repurchase rates compared to major oils, with over 30% of respondents claiming to not use these oils in the upcoming year. Brands would need to change their promotional strategy or find solid using occasions for their niche oil products to improve the repurchase rates.

COVID-19 has contributed to a global supply shortage of oils, leading to a surge in the retail price of packaged cooking oils in the past two years. In addition, the pandemic has enhanced health awareness among consumers and triggered their demand for 'better-for-you' features in cooking oil products.

Consumers' growing awareness of controlling their daily fat intake may hamper the future consumption of cooking oils. Brands are thus recommended to launch low-fat oils – such as MLCT oils – to sustain its retail volume. Moreover, the niche oil segment continues to have growth potential. Brands may want to leverage the rising short video platforms to promote premium niche oils. And especially for walnut oils, its current marketing focus on babies can thwart future development. Brands can start to explore new demographic groups such as middle-aged brain workers and the elderly to encourage the consumption of walnut oils.



“Cooking oil brands would face stagnant consumption due to consumers' growing awareness of daily fat intake. To sustain growth, brands can capitalise on low-fat cooking oils such as MLCT oils, or keep tapping into niche oil – especially walnut oil – by expanding their target audience and leveraging effective promotional channels.”

– Joy Yin, Senior Research Analyst

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