



Focus On Oils

by Rachel Graham (rachel.graham@thegrocer.co.uk)

Publishing: 31 May 2025

Advertising deadline: 22 May 2025

Submissions deadline: 20 May 2025

Brands are winning share of the cooking oils market, up by 13.2% to £313.6m. In light of the ongoing squeeze on shopper budgets and the fact that branded oils cost more than a pound per unit more than own-label, this may seem surprising. What's driving this? Which brands are in the strongest growth and decline? And what tactics are brands using; is success simply down to tight price control and investment in promotions or are factors such as innovation and marketing also separating the winners from the losers in this market?

Retailer tactics: This feature will explore how different retailers are approaching the cooking oils category in terms of ranging (particularly own label v branded), merchandising, pack size formats and promotions.

Innovation: From olive oil for kids to refillable packaging, this market is seeing significant investment in innovation. What's in store for the coming year? We'll profile four of the most interesting launches in a separate box.

Brands: We will also be looking at how brands are working to differentiate themselves from the competition in terms of new product development, recipe and format changes, sourcing, marketing and promotions

Price and promotions: Another key element of this feature will be an exploration of how suppliers and retailers are dealing with ongoing price pressures and ensuring they remain attractive to shoppers who are feeling the pinch.

Innovations: We will profile four new products or ranges, ideally ones that have not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.

Supply and demand: Olive oil prices hit a record high in 2024 as drought conditions in Spain (the world's biggest olive producer) caused significant shortfalls. How is the market responding? And what's the outlook now?