

# The Grocer

## Focus On: Oils

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**Submissions deadline:** 1 May 2026

Intro: Volume sales of edible oils finally began to recover last year after poor olive harvests triggered record-breaking inflation in 2024. But as growers hope for milder weather, conflict in the Middle East threatens to push up the price of oils again.

**State of play:** How are edible oils faring?

- What headwinds are edible oils facing?
- How precarious is the market?
- What is the forecast for upcoming harvests?

**Olive oil:** Olive oil is finally in recovery

- How far have prices come down from their peak?
- How concerned are growers about extreme weather in upcoming harvests?
- What work are suppliers doing to future-proof the category?

**Palm oil:** Imports of palm oil could be impacted by Middle Eastern conflict

- How reliant are we on palm oil today?
- Which products will likely be impacted by supply chain disruption?
- Are any companies already feeling the pressure?

**Health:** Which varieties are health-conscious shoppers choosing?

- To what extent are shoppers buying olive oil to follow a Mediterranean diet?
- How are concerns about fat/calorie intake impacting the category?
- Has online discussion about seed oils impacted sales?

**Alternative formats:** Some brands are embracing squeezable bottles

- How is social media fuelling demand for squeezable bottles?
- Which brands are leading the way?
- Which other formats are emerging (e.g. spray bottles and bulk cans)?

**Innovations:** We will profile two new products or ranges. We need launch date, rsp, and a hi-res picture of each.