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Market Research Report on:

Edible Oils in India

Present Status, Future Prospects, Industry Growth
Drivers, Demand Scenario, Opportunities, Company
Financials, Market Size, Sector Insights, Analysis &
Forecasts upto 2027



Published: 2021

Market Research Report on **Edible Oils**

in India

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Forecast Upto 2027)



Introduction

The Indian edible oil market is expected to grow significantly during the forecast period, 2020-2027. It is due to the rising preferences for unprocessed, unrefined, and healthy oil. Consumers are more concerned about their health and wellness as they are increasingly choosing high-quality edible oils. The rising prevalence of lifestyle-related diseases such as diabetes, high cholesterol, and hypertension drives premium or value-added edible oil such as canola oil, olive oil, and rice bran oil.



Further, the increasing population base and growing economy will augment the Indian edible oil industry's growth in the forecast periods. Additionally, the changing eating routines & habits and rising trend of eating out are expected to foster the Indian market growth. The surging penetration of processed food & convenience foods like ready-to-eat packaged food and growing western impact on food preferences leads to the increasing consumption of edible oil in the country.



The rising popularity of vegetable oils and the rising disposable income expenditure will bolster the Indian edible oil market share's growth in the coming years. Moreover, the increasing urbanization and rising share of branded oils will stimulate the market share. Furthermore, the rising bulk export of edible oils with increasing crop yield will accelerate the Indian edible oil industry's growth.



Moreover, the strong and attractive marketing strategies by leading edible oil brands, consumer preferences with changing tastes, and shifting consumer patterns towards branded and cold-pressed oils are significant contributors to the market's growth. The shift in consumption of branded edible oil increases significantly from home use which helps branded and soft oil makers penetrate deeper into the market.



Demand-Supply Scenario

In India, the consumption of edible oil is high due to the growing population and rising affordability. The high population density is a critical factor for the consumption of edible oil in the Indian kitchen. Despite having a huge agriculture sector, diverse agro-climatic conditions & abundant land, Indian imports most of the oil it consumes. This is due to the shortage of domestic production of edible oil, which cannot meet the demand.



Although India's government is taking steps to boost the domestic production of edible oil, it could reduce the import dependence and benefit the farmers. The increasing production of oilseeds and stagnant domestic vegetable oil supplies will continue to fill most of the supply-and-demand gap over the next decades.



Growth Driver

Urbanization & Evolving Eating Routines

Change in Indian eating habits is a major factor that will drive the demand of edible oils in the near future. Indian population has adopted the concept of convenience foods and is also increasing stepping out of homes for sourcing their meals. The growing trend of 'eating out' and high consumption of convenience foods will equate to higher oil consumption which will be palpable in the consumption numbers of edible oils in India.

Moreover, the rising income level in urban areas leads to the consumption of processed and fast food which is a major contributor to the rising demand of edible oils. Thus, the impact of western culture on food habit with rising variations in processed food consumption drives the market growth.

Growing Preference for 'Healthy Oils'

The growing popularity of low calorie content oils is one of the market factors for India's edible oil industry. Indian consumer becomes more health-conscious and they started preferring edible oil with low cholesterol content such as canola oil,

olive oil, and rice bran oil in order to prevent the high risk of coronary heart disease, brain stroke and type- 2 diabetes, associated with the trans-fat consumption. To capitalize on the increasing need for "balanced oils," all of the big oil companies have launched healthier versions of their standard offerings. In addition, edible oil is mostly used for cooking, and increasing customer health consciousness has raised the market for high-quality edible oils.



Since they are pressed at a lower temperature, cold-pressed oils are considered high-quality oils because the oil's taste and characteristics are preserved, which is likely to fuel the market. Furthermore, the changing dietary patterns along with hectic lifestyle among working people is expected to change the consumer preference and will boost the demand for olive and coconut oil for cooking. Olive oil, which is a staple of the Mediterranean diet, is the healthiest and easiest oil to use.



The antioxidant content of extra virgin olive oil is high, and it is completely natural. MUFA are the main fat found in olive oil and are considered a healthy dietary fat. It also helps to avoid heart disease, and as a result, they have become common in Indian markets. Olive oil has attracted significant demand despite its high price, and it is expected to rise exponentially once the domestically produced variant reaches the market.



Type of Oil Overview in the Indian Edible Oil Market

By region, the Indian edible oil market segmented into North India, South India, West India and East India. The North India anticipated dominating the market by 2027 due to the rising population and growing economy. Additionally, East and West regions also account for a significant market share, with the South region grabbing the smallest market share.



Indian Edible Oil Market: Competitive Landscape

Companies such as Ruchi Soya, Adani Wilmar and Marico Limited are the leading players in the Indian edible oil market.



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Table of Contents of the Market Research Report Project

1 OVERVIEW

1.1 Structure

1.2 Classification

2 DEMAND DRIVERS & OPPORTUNITIES

2.1 Growing Population Base

2.2 Urbanization & Evolving Eating Routines

2.3 Rising Preference for 'Healthy Oils'

2.4 Escalating Incomes

2.5 Surging Modern Trade

2.6 Low Per Capita Consumption

2.7 Rising Share of Branded Oils

3 DEMAND-SUPPLY SCENARIO

3.1 Demand Analysis

3.1.1 Consumption of Edible Oil

3.2 Supply Analysis

3.2.1 Production of Edible Oils

3.2.2 Production of Oilseeds

3.2.3 Imports

- 4 EXCISE & CUSTOMS DUTY**
- 5 KEY PLAYER INFORMATION**
 - 5.1 Key Player Profiles**
 - 5.1.1 Marico Ltd**
 - 5.1.2 Ruchi Soya Industries Ltd**
 - 5.1.3 K.S Oils Ltd**
 - 5.1.4 Adani Wilmar Ltd**
 - 5.2 Peer Group Financials**
 - 5.2.1 Contact Details**
 - 5.2.2 Key Financials**
 - 5.2.3 Financial Comparison**
- 6 INDUSTRY SIZE & OUTLOOK**
- 7 ABOUT NPCS**
- 8 DISCLAIMER**

- Figure 1:** Edible Oils Industry in India- Structure
- Figure 2:** Types of Oilseeds & Edible Oils Produced in India
- Figure 3:** Population of India (2008-17, In Millions)
- Figure 4:** Indian Population- Rural & Urban (In Crores)
- Figure 5:** QSR Industry in India- Market Size (2011-17, In USD Billions)
- Figure 6:** India's Annual Per Capita Income (2008-14, In INR)
- Figure 7:** Indian Retail Industry- Structure
- Figure 8:** Per Capita Consumption of Edible Oils in India and the World (In Kgs)
- Figure 9:** Growing Share of Branded Oils in Indian Edible Oil Industry
- Figure 10:** Consumption of Edible Oils in India (2009-17, In Million Tonnes)
- Figure 11:** Domestic Production of Edible Oils in India (2010-17, In Million Tonnes)

- Figure 12:** Production of Oilseeds in India (2009-14, In Million Tonnes)
- Figure 13:** Total Area under Oilseed Cultivation in India (2009-13, In '000 Hectares)
- Figure 14:** Edible Oil Imports in India (2009-14, In Million Tonnes)
- Figure 15:** Share of Imports in Total Demand for Edible Oils in India (2009-14)
- Figure 16:** Marico Ltd- Shareholding Pattern (March 2014)
- Figure 17:** Ruchi Soya Industries Ltd- Shareholding Pattern (March 2014)
- Figure 18:** K.S Oils Ltd- Shareholding Pattern (March 2014)

List of Table

Table 1: Presence of Key Food Retailers in India- Total Stores

Table 2: Consumption Growth of Edible Oils at Various Per Capita Levels

Table 3: Domestic Production of Various Edible Oils in India (2009-12, In Lakh Tonnes)

Table 4: Net Domestic Availability of Edible Oils in India (2009-12, In Lakh Tonnes)

Table 5: Production of Various Oilseeds in India (2009-12, In Lakh Tonnes)

Table 6: Production of Oilseeds (Kharif & Rabi) in India (2009-14, In Lakh Tonnes)

Table 7: Area under Oil Seed Cultivation (2009-13, In '000 Hectares)

Table 8: Excise & Customs Duty on Edible Oils in India (2013-14)

Table 9: Marico Ltd- Subsidiaries

Table 10: Marico Ltd- Consolidated Financial Summary (2011-13, In INR Millions)

Table 11: Ruchi Soya Industries Ltd- Subsidiaries

Table 12: Ruchi Soya Industries Ltd- Consolidated Financial Summary (2011-13, In INR Millions)

Table 13: K.S Oils Ltd- Subsidiaries

Table 14: K.S Oils Ltd- Consolidated Financial Summary (2010-12, In INR Millions)

Table 15: Adani Wilmar Ltd- Subsidiaries

Table 16: Adani Wilmar Ltd- Standalone Financial Summary (2011-13, In INR Millions)

Tags

**#EdibleOil #EdibleOilProduction #EdibleOilIndustry
#EdibleOilProduction #EdibleOilMarket #marketDemand
#MarketGrowthRate #MarketStrategy #marketdrivers
#MarketInsight #NPCS #MarketResearchReports
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can provide Market Research Report on

Edible Oils in India (Present status, Future

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Scenario, Opportunities, Company Financials,

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Forecast Upto 2027)

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We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in India along with its business prospects.....[Read more](#)



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Who are we?

- *One of the leading reliable names in industrial world for providing the most comprehensive technical consulting services*
- *We adopt a systematic approach to provide the strong fundamental support needed for the effective delivery of services to our Clients' in India & abroad*

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- *Project Identification*
- *Detailed Project Reports/Pre-feasibility Reports*
- *Market Research Reports*
- *Business Plan*
- *Technology Books and Directory*
- *Industry Trend*
- *Databases on CD-ROM*
- *Laboratory Testing Services*
- *Turnkey Project Consultancy/Solutions*
- *Entrepreneur India (An Industrial Monthly Journal)*

How are we different ?

- *We have two decades long experience in project consultancy and market research field*
- *We empower our customers with the prerequisite know-how to take sound business decisions*
- *We help catalyze business growth by providing distinctive and profound market analysis*
- *We serve a wide array of customers , from individual entrepreneurs to Corporations and Foreign Investors*
- *We use authentic & reliable sources to ensure business precision*

Our Approach

Requirement collection

Thorough analysis of the project

Economic feasibility study of the Project

Market potential survey/research

Report Compilation

Who do we Serve?

- Public-sector Companies
- Corporates
- Government Undertakings
- Individual Entrepreneurs
- NRI's
- Foreign Investors
- Non-profit Organizations, NBFC's
- Educational Institutions
- Embassies & Consulates
- Consultancies
- Industry / trade associations

Sectors We Cover

- Ayurvedic And Herbal Medicines, Herbal Cosmetics
- Alcoholic And Non Alcoholic Beverages, Drinks
- Adhesives, Industrial Adhesive, Sealants, Glues, Gum & Resin
- Activated Carbon & Activated Charcoal
- Aluminium And Aluminium Extrusion Profiles & Sections,
- Bio-fertilizers And Biotechnology
- Breakfast Snacks And Cereal Food
- Bicycle Tyres & Tubes, Bicycle Parts, Bicycle Assembling

Sectors We Cover *Cont...*

- Bamboo And Cane Based Projects
- Building Materials And Construction Projects
- Biodegradable & Bioplastic Based Projects
- Chemicals (Organic And Inorganic)
- Confectionery, Bakery/Baking And Other Food
- Cereal Processing
- Coconut And Coconut Based Products
- Cold Storage For Fruits & Vegetables
- Coal & Coal Byproduct

Sectors We Cover *Cont...*

- Copper & Copper Based Projects
- Dairy/Milk Processing
- Disinfectants, Pesticides, Insecticides, Mosquito Repellents,
- Electrical, Electronic And Computer based Projects
- Essential Oils, Oils & Fats And Allied
- Engineering Goods
- Fibre Glass & Float Glass
- Fast Moving Consumer Goods
- Food, Bakery, Agro Processing

Sectors We Cover *Cont...*

- Fruits & Vegetables Processing
- Ferro Alloys Based Projects
- Fertilizers & Biofertilizers
- Ginger & Ginger Based Projects
- Herbs And Medicinal Cultivation And Jatropha (Biofuel)
- Hotel & Hospitality Projects
- Hospital Based Projects
- Herbal Based Projects
- Inks, Stationery And Export Industries

Sectors We Cover

Cont...

- Infrastructure Projects
- Jute & Jute Based Products
- Leather And Leather Based Projects
- Leisure & Entertainment Based Projects
- Livestock Farming Of Birds & Animals
- Minerals And Minerals
- Maize Processing(Wet Milling) & Maize Based Projects
- Medical Plastics, Disposables Plastic Syringe, Blood Bags
- Organic Farming, Neem Products Etc.

Sectors We Cover *Cont...*

- Paints, Pigments, Varnish & Lacquer
- Paper And Paper Board, Paper Recycling Projects
- Printing Inks
- Packaging Based Projects
- Perfumes, Cosmetics And Flavours
- Power Generation Based Projects & Renewable Energy Based Projects
- Pharmaceuticals And Drugs
- Plantations, Farming And Cultivations
- Plastic Film, Plastic Waste And Plastic Compounds
- Plastic, PVC, PET, HDPE, LDPE Etc.

Sectors We Cover *Cont...*

- Potato And Potato Based Projects
- Printing And Packaging
- Real Estate, Leisure And Hospitality
- Rubber And Rubber Products
- Soaps And Detergents
- Stationary Products
- Spices And Snacks Food
- Steel & Steel Products
- Textile Auxiliary And Chemicals

Sectors We Cover *Cont...*

- Township & Residential Complex
- Textiles And Readymade Garments
- Waste Management & Recycling
- Wood & Wood Products
- Water Industry(Packaged Drinking Water & Mineral Water)
- Wire & Cable

MARKET RESEARCH REPORTS

Objective

- ⌘ To get a detailed scenario of the industry along with its structure and classification
- ⌘ To provide a comprehensive analysis of the industry by covering aspects like:
 - ⌘ Growth drivers of the industry
 - ⌘ Latest market trends
 - ⌘ Insights on regulatory framework
 - ⌘ SWOT Analysis
 - ⌘ Demand-Supply Situation
 - ⌘ Foreign Trade
 - ⌘ Porters 5 Forces Analysis

Objective

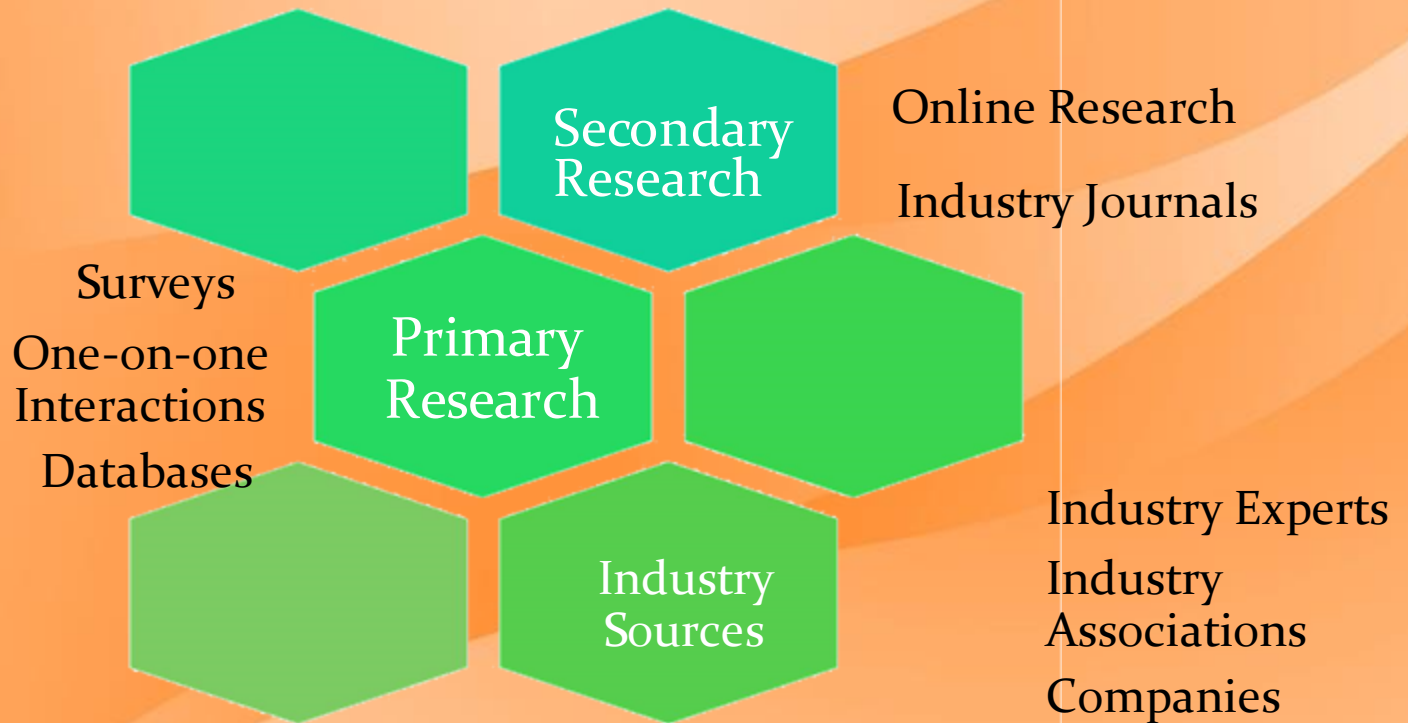
- ⌘ To provide forecasts of key parameters which helps to anticipate the industry performance
- ⌘ To help chart growth trajectory of a business by detailing the factors that affect the industry growth
- ⌘ To help an entrepreneur/manager in keeping abreast with the changes in the industry
- ⌘ To evaluate the competitive landscape of the industry by detailing:
 - ⌘ Key players with their market shares
 - ⌘ Financial comparison of present players

Clientele

- ⌘ Venturist / Capitalists
- ⌘ Entrepreneur / Companies
- ⌘ Industry Researchers
- ⌘ Investment Funds
- ⌘ Foreign Investors, NRI's
- ⌘ Project Consultants / Chartered Accountants
- ⌘ Banks
- ⌘ Corporates

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Data Sources



Scope & Coverage



Our Team

∞ Our research team comprises of experts from various financial fields:

∞ MBA's

∞ Industry Researchers

∞ Financial Planners

∞ Research veterans with decades of experience

Structure of the Report

- 1. Overview
- 2. Market Analysis
 - 2.1 Growth Drivers
 - 2.2 Emerging Trends in the Industry
 - 2.3 Regulatory Framework
 - 2.4 SWOT Analysis
 - 2.5 Herfindahl–Hirschman Index (HHI)
- 3. Market Forecasts
- 4. Key Players

Structure of the Report

Cont

- ⌘5. Key Financials and Analysis
 - ⌘5.1 Contact Information
 - ⌘5.2 Key Financials
 - ⌘5.3 Financial comparison
- ⌘6. Industry Size & Outlook

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