

The Grocer

Focus On: Oils by Carina Perkins (Carina.Perkins@wrbm.com)

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Online Listicle to go live on 14 June: What are the main innovations & how are they shaping the market

The Story

Only the best will do for today's shoppers. At least, that certainly seems to be the case in olive oil. Extra virgin olive oil has emerged as one of the main areas of growth in the market, amassing an extra £2.2m in sales. Meanwhile, less fancy olive oil has taken a tumble in volumes. It's not just down to Brits developing a more discerning palate. Over the past year, the price difference between extra virgin and other olive oils has narrowed to under £1 per litre. So how will prices change over the coming year? Will shoppers swap back if extra virgin gets more expensive, or has the fancier stuff won over loyal fans? And how are other areas of the market performing?

Main themes

Price: How have prices changed in the oils market and to what extent are they influencing consumer habits? How are they likely to change in the year ahead?

Brands: Brands in particular are doing well out of the extra virgin olive oil boom. Why is this, and how are brands capitalising on demand for high-end olive oil?

Coconut oil: Once an area of high growth, coconut oil has fallen in value over the past year. Why?

Rapeseed: This is continuing its upwards trajectory with value growth. What is driving this?

Innovations: We identify four new products or product ranges that ideally have not appeared in The Grocer before. including launch date, image and RSP.

Kantar data: Using Kantar commentary, we explain the reasons behind the rise and fall of certain sub-categories.

Nielsen data: Using Nielsen commentary, we explain the reasons behind the rise and fall of the top 10 brands.