

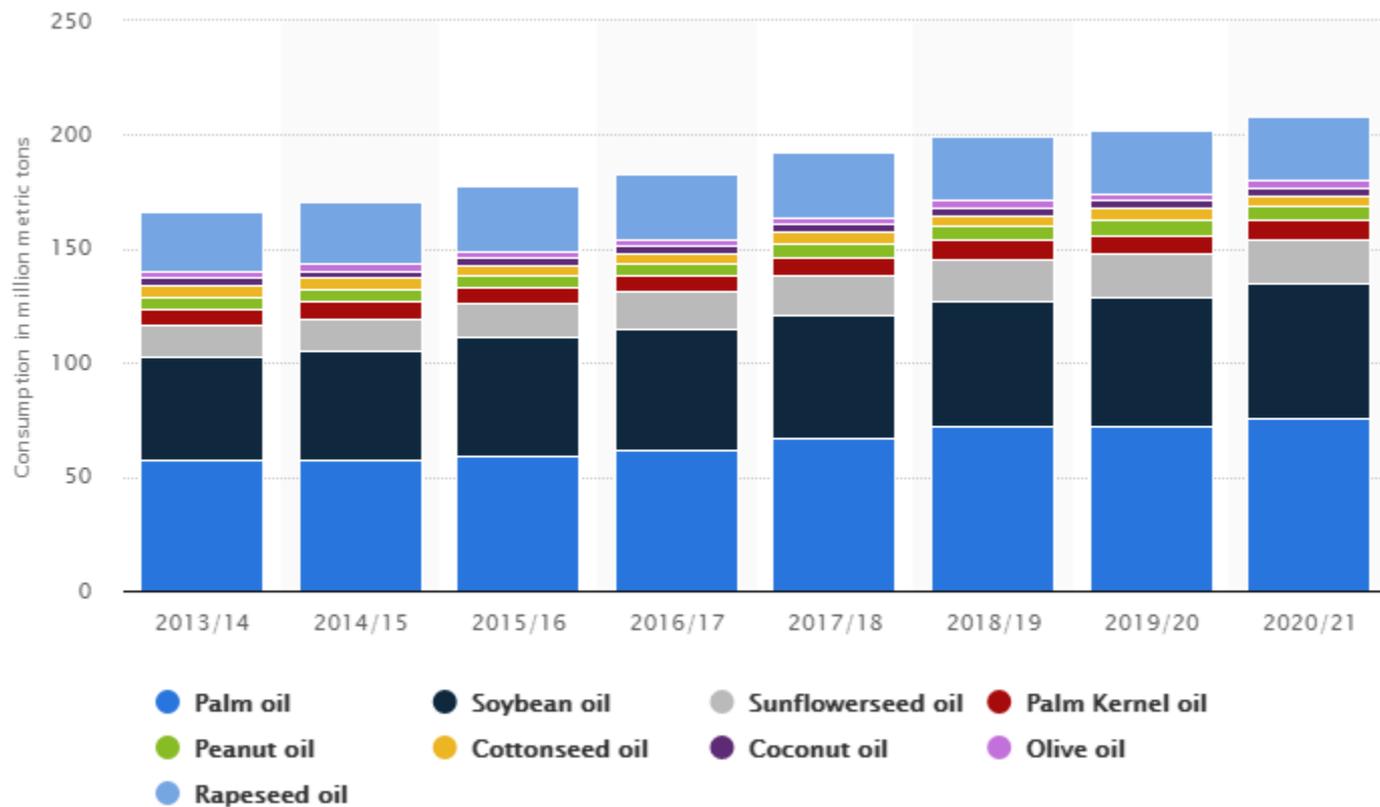


Civil Dialogue Group - Olives Working Group

Olive oil consumption in Portugal and in the EU

4 June 2021

World consumption Olive Oil vs other vegetable oils



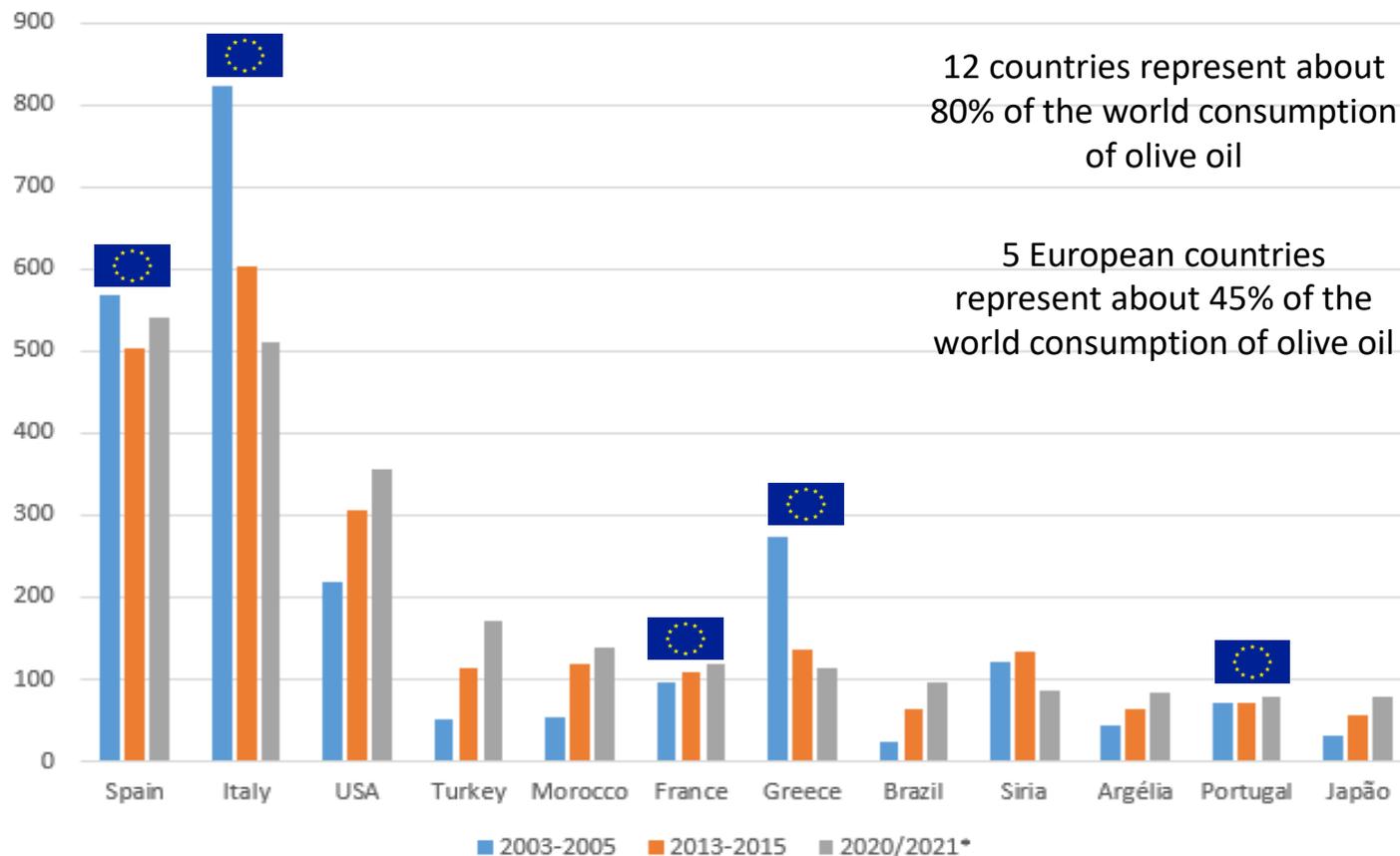
Source: www.statista.com

World consumption Olive Oil vs other vegetable oils

	Consumption	%
Palm oil	75,45	36,2
Soybean oil	59,48	28,5
Rapeseed oil	27,64	13,2
Sunflowerseed oil	19,02	9,0
Palm kernel oil	8,51	4,0
Peanut oil	6,17	2,9
Cottonseed oil	4,89	2,4
Coconut oil	3,67	2,3
OLIVE OIL	3,10	1,5
TOTAL:	207,93	100

Evolution of olive oil consumption in the main consuming countries

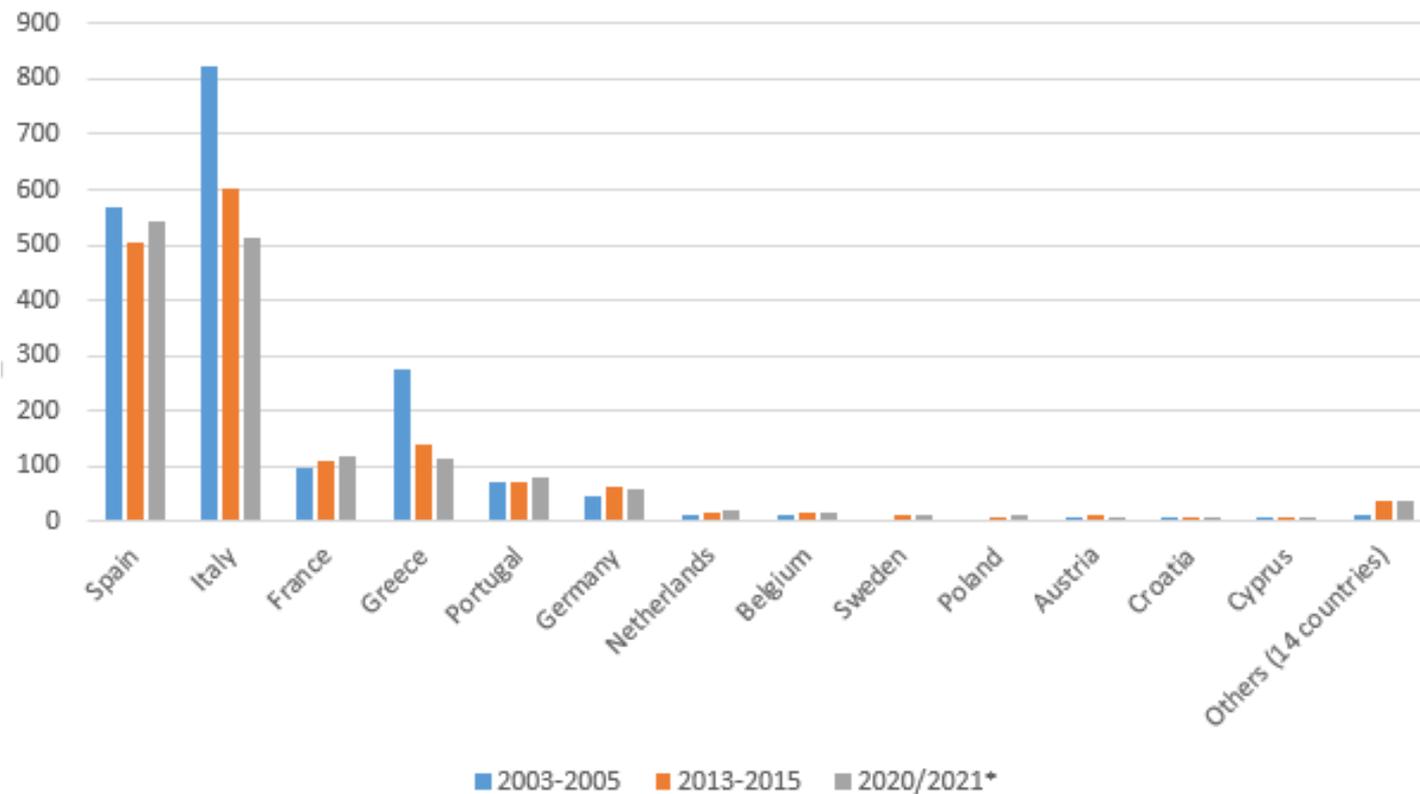
(1.000 Ton)



Source: IOC

Evolution of olive oil consumption in the European countries

(1.000 Ton)



Source: IOC

Trends in olive oil consumption in the European countries

	COUNTRY	FACTS	CONSUMPTION TREND	COVID IMPACT	COMMENTS
GROUP I	<i>Spain</i>	<ul style="list-style-type: none"> - Producing countries - Large consumers - Mature markets - Large knowledge and tradition 			<ul style="list-style-type: none"> - Why does consumption decrease? (IOC study) - Opportunity of the changes in habits because of COVID
	<i>Italy</i>				
	<i>Greece</i>				
	<i>Portugal</i>				
GROUP II	<i>France</i>	<ul style="list-style-type: none"> - Non or small producing countries - Medium consumers - Developing markets - Little knowledge and tradition 		Without significant impact	<ul style="list-style-type: none"> - Need of more promotion and education - Focus on the nutritional and health benefits
	<i>Germany</i>				
GROUP III	<i>Netherlands</i>	<ul style="list-style-type: none"> - Non or very small producing countries - Small or very small consumers - New markets - Little or none knowledge 		Without significant impact	<ul style="list-style-type: none"> - Why don't these countries consume? Need for a study!!! - More education and promotion - Focus on the nutritional and health benefits
	<i>Belgium</i>				
	<i>Sweden</i>				
	<i>Finland</i>				
	<i>Others...</i>				

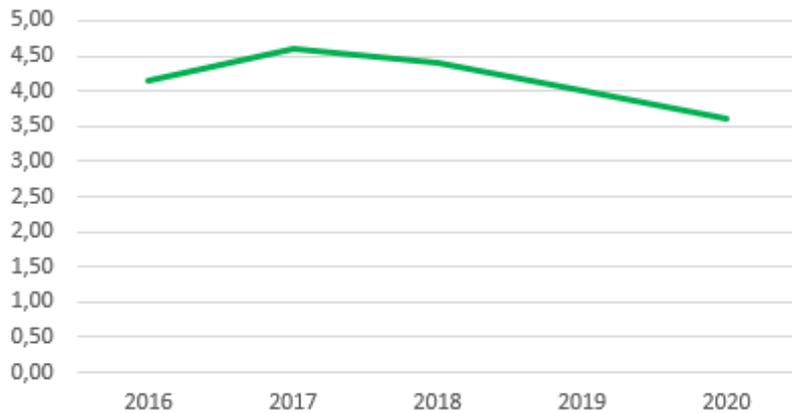
X 1.000 Ton.



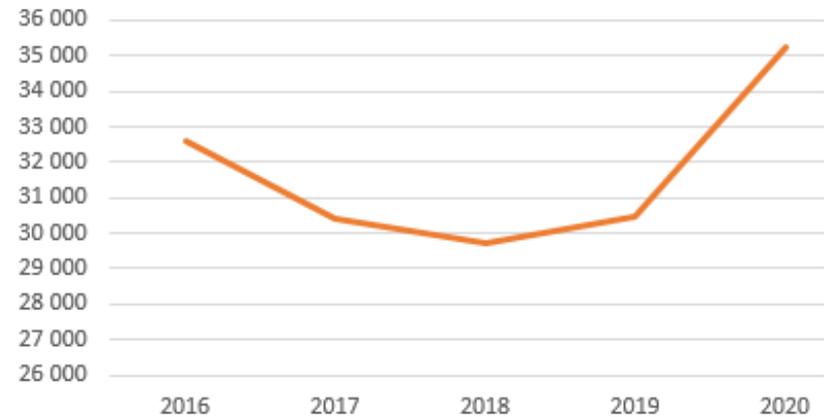


Price vs Consumption Olive Oil (all categories)

AVERAGE PRICE (€/Kg)



VOLUME (Ton)

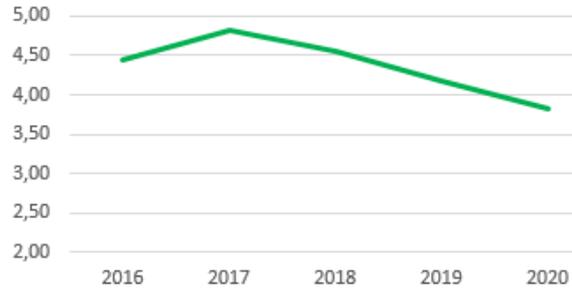




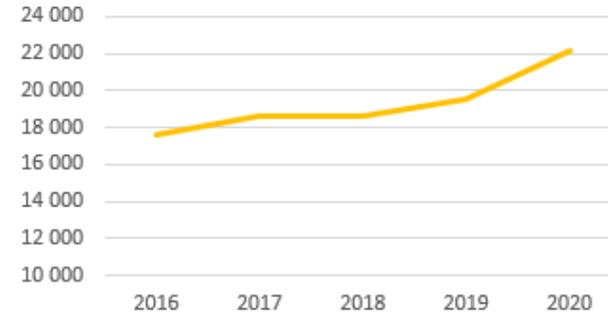
Price vs Consumption

EXTRA VIRGIN OLIVE OIL

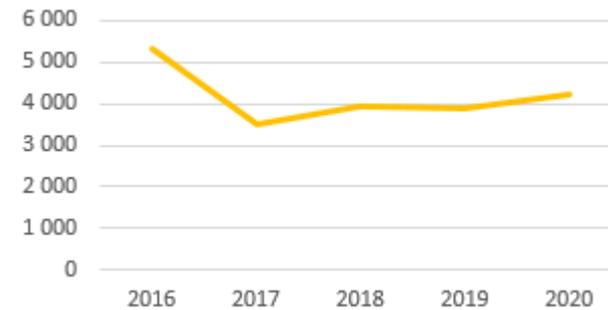
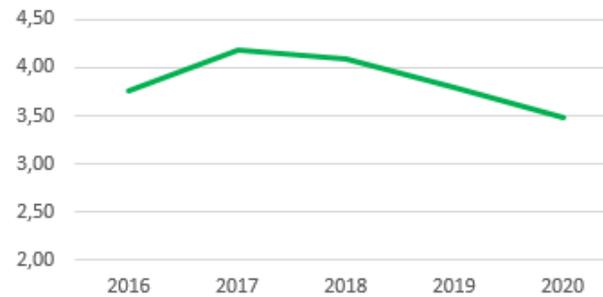
AVERAGE PRICE (€/Kg)



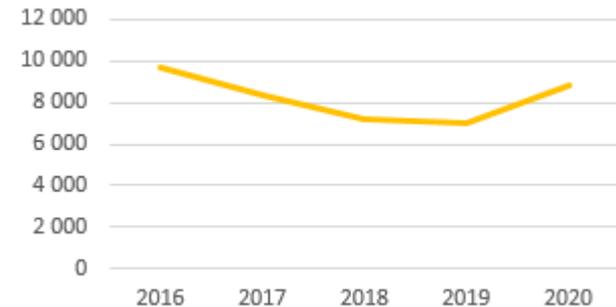
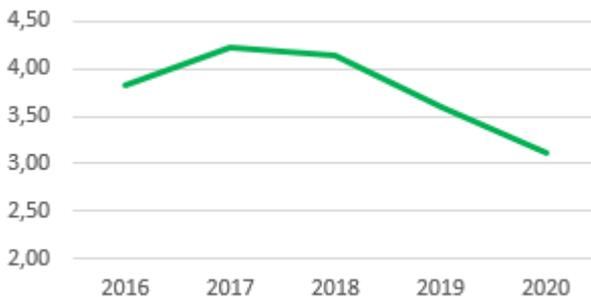
VOLUME (Ton)



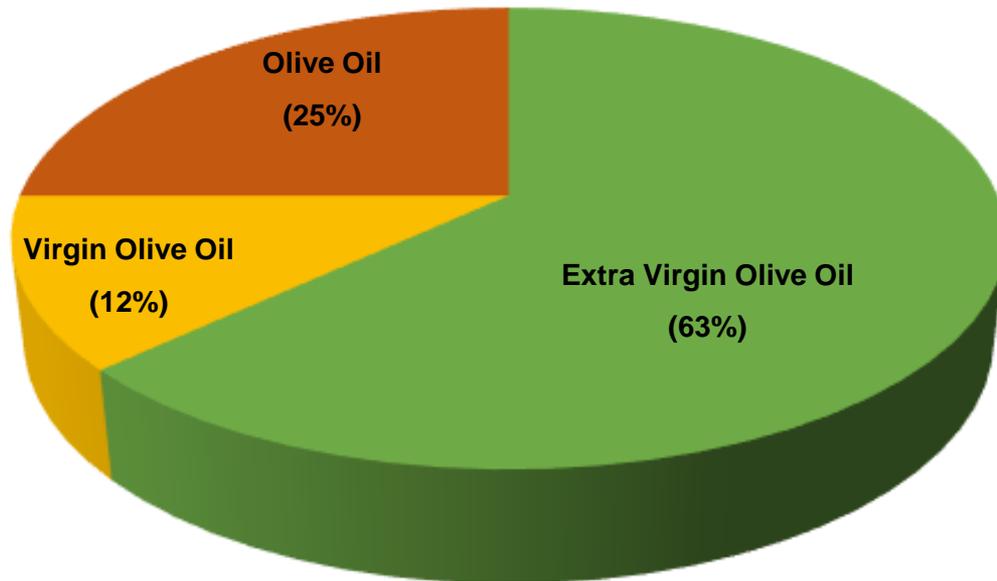
VIRGIN OLIVE OIL



OLIVE OIL



Market segmentation



Fonte: AC Nielsen, 2020



Some final thoughts

There is a growing consumption of vegetable oils in the world;

Although the consumption of olive oil grows, it represents only **1.5%** of the total consumption of vegetable oils;

The consumption of olive oil is very concentrated in a few countries;

About 45% of olive oil consumption is in the European producing countries, which has a tendency to drop consumption in the last years - we need to know why that happens;

It will be very important to know the reasons why there is no significant consumption of olive oil in Northern European countries, despite the recognition of the nutritional value and health benefits of olive oil;

The pandemic can be an opportunity to increase and consolidate the consumption of olive oil, a natural food with recognized health benefits;

The growth in olive oil consumption is the only way to guarantee structural balance in the market



Thank you!