

# High Oleic Sunflower Oil: The Rising Star of the U.S. Edible Oils Market

*From Commodity GMO oils to Healthy and effectiveness High oleic sunflower oil*

CHICAGO, IL, UNITED STATES, September 19, 2025 / EINPresswire.com/ -- In the evolving U.S. food industry, consumer demand for healthier, more sustainable, and versatile oils has never been higher. While soybean, canola, and rice bran oils have long dominated the landscape, High Oleic Sunflower Oil (HOSO) is rapidly gaining recognition as a superior alternative across multiple sectors — from food manufacturing to foodservice and wellness.

## Comparison of High Oleic Sunflower Oil with Other Oils

The table below shows a comparison of fatty acid composition among different edible oils commonly used in the U.S. market. High Oleic Sunflower Oil (HOSO) demonstrates a clear advantage with its exceptionally high content of heart-healthy Oleic Acid (MUFA, Omega-9).

Oil Type	Oleic (MUFA, Ω-9)	Linoleic (PUFA, Ω-6)	Saturated Fat
High Oleic Sunflower	~80–85%	~8–10%	~7–8%
Soybean Oil	~23%	~54%	~16%
Canola Oil	~25%	~65-67%	~7%
Rice Bran Oil	~38%	~37%	~25%
Olive Oil (Extra Virgin)	~72%	~11%	~14%

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## Key Areas of Application



High Oleic Sunflower Oil combines the best of two worlds: excellent functionality for food manufacturers and foodservice, and a health profile that resonates with modern consumers."

*Oles Luchnyi*

### Foodservice and Restaurants:

With its high oxidative stability and clean taste, HOSO is an ideal not just frying but a multipurpose oil. It allows restaurants to reduce oil turnover, cut food costs, labour costs and deliver consistently crisp, flavorful dishes.

### Food Manufacturing:

Snack producers, bakeries, and packaged food companies increasingly adopt HOSO as a clean-label ingredient. Its prolong shelf life of the ready made products and non-GMO availability make it a strong match for today's health-conscious consumers.

### Health and Wellness Products:

Rich in monounsaturated fats (Omega 9), rich in Vitamin E and naturally low in saturated fats,

HOSO is aligned with the growing functional food and nutraceutical markets. It is also gaining traction in personal care products such as massage oils, soaps, and skin-care formulations.

Competitive Advantages VS Vegetable oil like Soy and Canola.

Health Profile: HOSO provides a fatty acid composition similar to olive oil, rich in heart-healthy monounsaturated fats.

Performance: Higher smoke point and oxidative stability compared to canola and soybean oil.

Shelf Life: Extends product freshness without hydrogenation, avoiding trans fats.

Sustainability: Sunflower cultivation requires fewer inputs and supports regenerative farming practices.



NON GMO High oleic sunflower oil, smoke point 500F

## Expert Insight

"It is not just another oil — it's a strategic ingredient shaping the future of the U.S. edible oils market. EFFO - Professional cooking oil is a good example!" — Oles Luchnyi, Business Development Expert in Edible Oils from "[OL Marketing Solutions](#)".

## Looking Ahead

As the U.S. market shifts toward healthier, performance-driven oils, HOSO is positioned to capture a growing share across multiple industries. Its unique balance of functionality, nutrition, and sustainability makes it more than just an alternative — it is the next-generation solution for forward-thinking brands.

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