

Avocado Oil Market to Reach USD 1,674.21 Million by 2035 at 9.0% CAGR as Premium Cooking Demand Accelerates

The avocado oil market is projected to reach USD 1,674.21 million by 2035, driven by premium cooking oils, cold-press technology, and expanding applications.

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The global [Avocado Oil Market](#) is entering a strong expansion phase as consumers increasingly seek versatile, plant-based, and premium cooking oils. The market was valued at USD 608.84 million in 2024 and is estimated to reach USD 656.88 million in 2025. It is projected to grow to USD 1,674.21 million by 2035, representing a 9.0% CAGR from 2025 to 2035. The growth trajectory reflects changing dietary preferences, rising disposable incomes, increasing interest in minimally processed ingredients, and the broader adoption of avocado oil across food, foodservice, personal care, and industrial applications.

“

Quality isn't a claim. It's our standard.”
Matthieu Kohlmeyer

The competitive landscape is characterized by a combination of established vegetable-oil producers, specialty ingredient suppliers, and premium culinary-oil brands. Key companies profiled in the market include

OLVEA Group, The Hain Celestial Group, Sesajal S.A. de C.V., LIMBUA, Sovena Group, La Tourangelle, Origen Fresh EPZ Limited, AvoPacific, and Migasa. Competition is increasingly centered on raw-material sourcing, extraction quality, traceability, product authenticity, processing efficiency, sustainability, and geographic expansion. Companies are also differentiating their portfolios through virgin, extra-virgin, refined, organic, and application-specific avocado oil products.

The underlying demand environment is supported by the growing perception of avocado oil as a



premium alternative to conventional cooking oils. Its mild flavor, culinary versatility, and suitability for multiple cooking applications have helped broaden its appeal beyond niche health-oriented consumers. At the same time, urbanization and the adoption of Western-style diets are creating opportunities for oils that can be used in salads, sautéing, baking, dressings, sauces, and prepared foods. Increasing household incomes in emerging economies can further support premiumization, although price remains an important consideration compared with mainstream vegetable oils.

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Market Drivers and Growth Dynamics

One of the most important growth drivers is the increasing demand for versatile cooking oils. Modern consumers increasingly value ingredients that can perform across several culinary applications rather than being limited to one preparation method. Avocado oil can be positioned across everyday cooking, salad preparation, baking, marinades, sauces, and food formulations. Its adoption is therefore supported by both household consumption and commercial food preparation.

Another important factor is the premiumization of edible oils. Rising incomes allow consumers in developed and developing markets to allocate more spending toward specialty oils with differentiated sourcing, processing, flavor, and nutritional positioning. Clean-label purchasing behavior is also influencing product development, particularly for consumers who prefer natural, non-GMO, organic, minimally processed, or mechanically extracted products.

Technological progress is strengthening this opportunity. Cold-pressing and centrifuge-based extraction technologies can improve process control while helping manufacturers develop oils differentiated by flavor, color, and naturally occurring compounds. Research activity around avocado oil has also increased significantly, with recent academic literature identifying greater research attention toward avocado oil, including opportunities to utilize avocado peels and seeds and improve resource efficiency.

Avocado Oil Market Segmentation

By Product Type

The market can be segmented into virgin avocado oil, pure avocado oil, blended avocado oil, and other product categories. Virgin and extra-virgin varieties generally appeal to consumers seeking minimally processed oils with distinctive flavor and natural characteristics. These products are particularly relevant to premium retail and specialty food channels.

Pure or refined avocado oil serves consumers and manufacturers seeking a more neutral flavor and consistent performance. It can be attractive for high-volume culinary applications and food

processing. Blended avocado oils provide manufacturers with opportunities to balance flavor, functionality, price, and formulation requirements. Product differentiation based on extraction method, certification, organic status, and packaging is likely to remain important as consumers become more attentive to product composition.

By Source

Source segmentation includes avocado varieties and geographic supply origins. The source of the fruit can influence oil characteristics, availability, cost, and consistency. Producers are increasingly interested in developing dependable supply networks across avocado-producing regions to reduce exposure to seasonal fluctuations.

Supply-chain integration can provide advantages in traceability and quality management. For example, OLVEA highlights integrated sourcing for avocado oil in Kenya as part of its vegetable-oil supply activities. The expansion of sourcing regions can also help manufacturers diversify procurement and reduce dependence on a single production geography.

By Application

By application, avocado oil is used across food and beverages, personal care and cosmetics, pharmaceutical and nutraceutical formulations, and other industrial applications. Food and beverage applications remain central because of the oil's culinary functionality and premium positioning.

Personal care is another significant opportunity. Avocado oil can be incorporated into skincare, haircare, creams, masks, and other formulations where plant-derived oils are valued as functional ingredients. Its use in cosmetics allows suppliers to diversify beyond edible-oil markets and capture demand for natural-origin formulation ingredients.

Industrial and food-processing applications can also support market expansion. Manufacturers may use avocado oil in dressings, sauces, prepared foods, bakery products, and specialty formulations where differentiated oil characteristics are desirable.

By End Use

The end-use landscape encompasses households, foodservice, food processing, personal care manufacturers, and industrial users. Household demand is influenced by consumer awareness, premium cooking trends, retail availability, and e-commerce.

Foodservice operators represent another growth channel as restaurants increasingly experiment with specialty oils and differentiated menu ingredients. Food processors can create further volume demand by incorporating avocado oil into packaged foods and formulations.

Industrial users can benefit from reliable bulk supply and standardized specifications. This makes supply-chain efficiency, quality assurance, and consistency particularly important for companies competing in business-to-business markets.

Regional Market Analysis

The Americas represent a particularly important regional market because of established avocado production, strong consumer familiarity, and significant demand for premium edible oils. North America has been an important consumption center, supported by health-conscious consumers and extensive retail distribution.

Europe offers opportunities through premiumization, organic products, clean-label formulations, and sustainability-oriented purchasing. European consumers are increasingly attentive to ingredient provenance, packaging, and environmental considerations, creating opportunities for suppliers that can demonstrate transparent sourcing.

Asia Pacific represents a major long-term growth opportunity as urbanization, rising incomes, changing food habits, and expanding modern retail channels encourage experimentation with international and premium food ingredients. Growing awareness of specialty oils can support adoption among affluent urban consumers.

Africa is important from a supply perspective as avocado cultivation and processing capabilities expand in selected countries. Developing local processing capacity can improve value addition, create export opportunities, and strengthen regional supply chains.

Sustainability and Supply-Chain Opportunities

Sustainability is becoming increasingly relevant to avocado oil producers because the market depends heavily on agricultural raw materials. Companies are facing greater pressure to demonstrate responsible sourcing, traceability, resource efficiency, and environmental performance.

The opportunity extends beyond simply producing more oil. Research is increasingly examining the potential use of avocado processing by-products, including peels and seeds, which could contribute to circular-economy approaches. Sustainability disclosures and supply-chain transparency may become increasingly important as retailers, regulators, and consumers demand greater visibility into agricultural sourcing.

Supply expansions could also reduce volatility. More diversified sourcing, additional processing infrastructure, and improved extraction efficiency can help companies manage seasonal production differences and maintain consistent supply.

Industry Developments

Industry Development 1 – Authenticity and Traceability: In July 2026, research highlighted continuing concerns about avocado-oil authenticity. La Tourangelle reported findings from UC Davis researchers indicating that 48 of 54 processed foods marketed as containing avocado oil contained oils inconsistent with pure avocado oil. The development reinforces the importance of authenticity testing, standardized specifications, and transparent supply chains as the category

expands.

Industry Development 2 – Expansion of Dedicated Production: La Tourangelle has expanded its avocado-oil operations to Lima, Peru, establishing a facility dedicated to avocado oil pressing using centrifuge technology. The company says the facility gives it greater control over sourcing and enables closer engagement with producers and supply chains. This reflects a broader industry movement toward vertical integration, regional processing, and greater control over product quality.

Competitive Landscape

Competition in the avocado oil market is expected to remain intense as companies attempt to capture premium consumers while improving supply reliability. OLVEA Group brings extensive vegetable-oil expertise and integrated sourcing capabilities, while La Tourangelle emphasizes specialty culinary oils, authenticity, and vertically integrated production. The Hain Celestial Group participates through its portfolio of natural and organic consumer products, while Sesajal S.A. de C.V., LIMBUA, Sovena Group, Origen Fresh EPZ Limited, AvoPacific, and Migasa contribute to a competitive environment spanning sourcing, processing, private-label supply, specialty oils, and geographic distribution.

The competitive priorities are shifting beyond simple production capacity. Authenticity testing, cold-pressing capabilities, organic certification, traceability, sustainable sourcing, packaging innovation, and retail distribution are becoming important differentiators. Companies that can combine reliable agricultural sourcing with consistent product quality are likely to be better positioned as the market moves toward mainstream premium consumption.

Future Outlook

The outlook for the avocado oil market remains positive through 2035. Growth from USD 608.84 million in 2024 to USD 1,674.21 million by 2035 indicates substantial expansion potential, while the projected 9.0% CAGR during 2025–2035 reflects sustained demand momentum.

Future growth will depend on the industry's ability to address supply costs, authenticity concerns, agricultural sustainability, and consumer education. Urban consumers adopting Western-style diets, increasing demand for versatile cooking oils, supply-chain expansion, technological improvements in cold-pressing, and greater sustainability disclosure can collectively support market development.

The market is therefore transitioning from a specialty oil category toward a broader premium ingredient market serving households, restaurants, food manufacturers, cosmetics companies, and other industrial users. Companies that combine product authenticity, technological capability, responsible sourcing, and strong distribution networks will have opportunities to participate in this expansion.

FAQs

1. What is the projected size of the Avocado Oil Market by 2035?

The global Avocado Oil Market is projected to reach USD 1,674.21 million by 2035, growing at a 9.0% CAGR from 2025 to 2035.

2. What are the major factors driving the Avocado Oil Market?

Key drivers include rising incomes, demand for versatile cooking oils, premiumization, urbanization, Western dietary adoption, cold-pressing technology, supply-chain expansion, and growing interest in sustainably sourced ingredients.

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