



MARKET REPORT



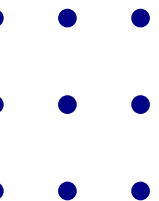
Presentation by worldpronet



11/2022
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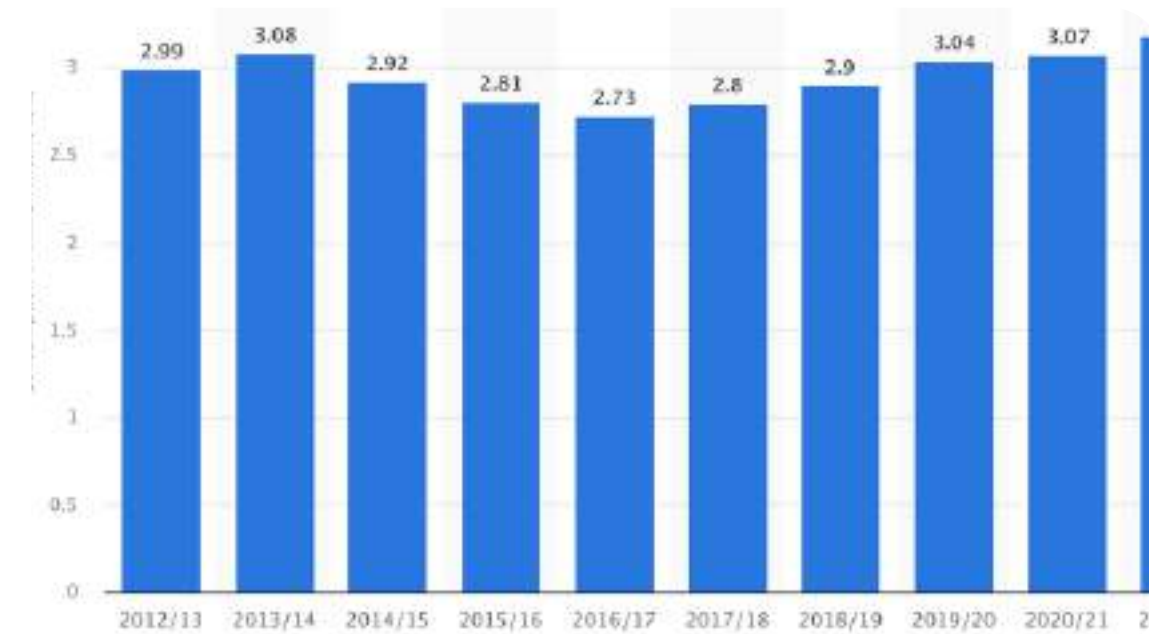


MILAS OLIVE OIL



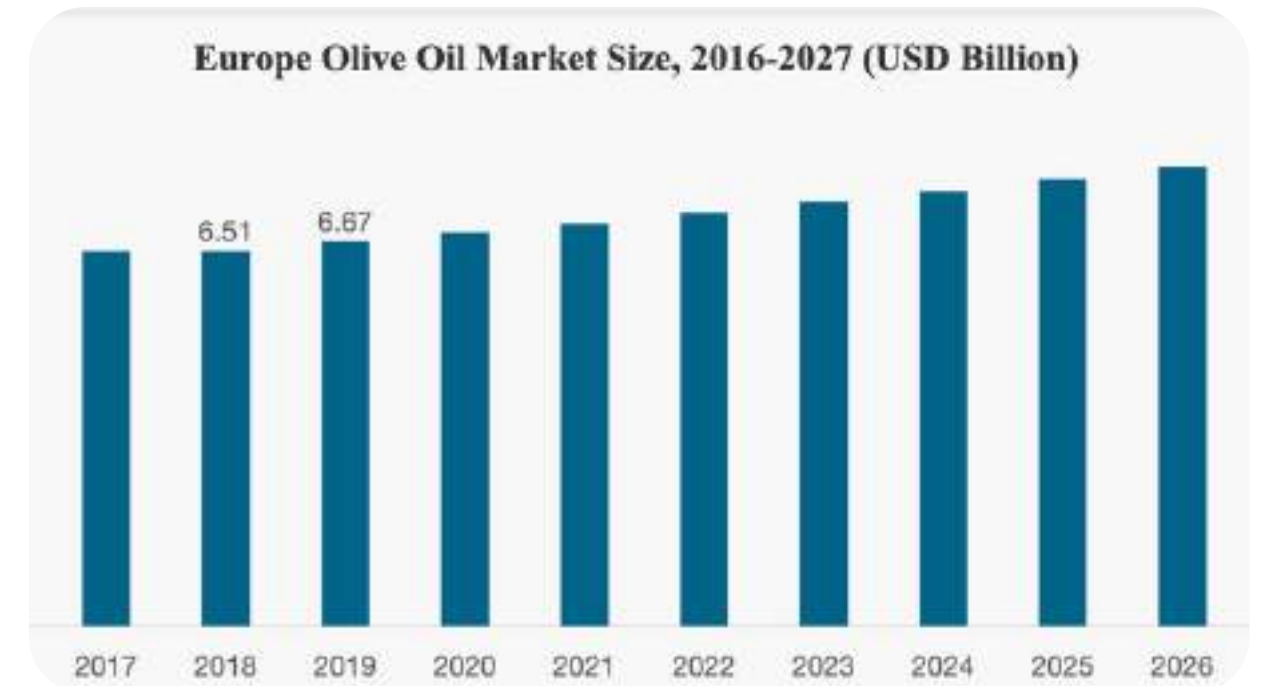
OLIVE OIL INDUSTRY

- The market size of USD 13.03 Billion in 2019.
- Projected to reach USD 16.64 Billion by 2027.
- Exhibits a CAGR of 3.2% during the forecast period (2020-2027).
- The market is experiencing exponential growth due to high demand across food services and retail channels.
- The growing awareness of the health benefits of this oil is the key driving factor for the market.



OLIVE OIL CONSUMPTION IN EUROPE

- Europe is the largest importing region of olive oil in the world, accounting for more than a half of the world's total imports
- Italy and Spain are the largest consumers of olive oil in the EU, with an annual consumption of around 500,000 tonnes each.
- Greece has the biggest EU consumption per capita, with around 12 kg per person per year.
- In total, the EU accounts for around 53% of world consumption.



SPAIN 

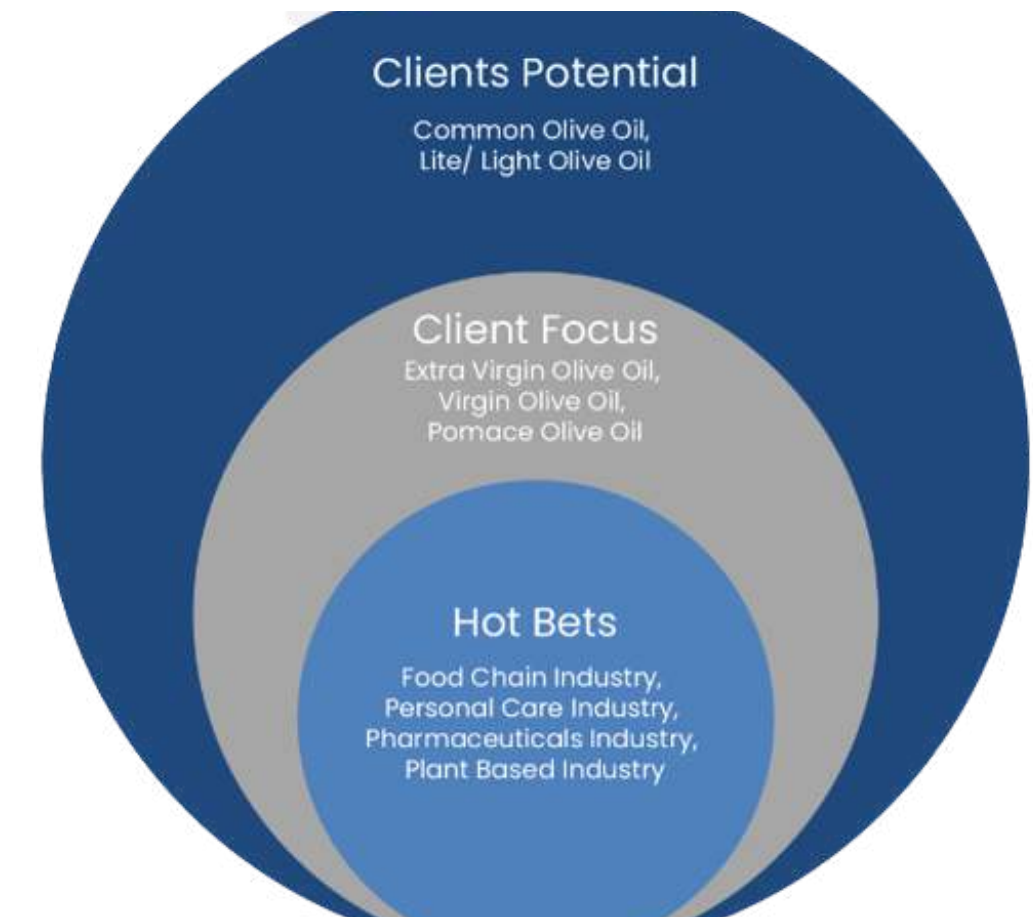
Deoleo[®]
The Olive Oil Company.


MIGASA
GRUPO



THE UNITED STATES OF AMERICA

- Produces only 5% of the total consumption of the States.
- The largest market for olive oil outside the European region.
- Household consumption increased up to 43% in the decade.
- The United States contributes to about 35% of world olive oil imports.
- By product category, 73% of imports fall under code 15.09.10 (virgin olive oil), 24.2% under 15.09.90 (olive oil) and the remaining 2.8% under 15.10.00 (olive pomace oil).



DRIVERS

- ❖ Changing dietary style of consumers across globe
- ❖ Rising awareness about health benefits of olive oil
- ❖ Increase in use of olive oil in personal/ skincare products and pharmaceutical drugs

RESTRAINTS

- ❖ Fluctuations in prices of olive oil
- ❖ Availability of substitute products at low cost

OPPORTUNITIES

- ❖ Increasing demand for aromatherapy
- ❖ Rising prevalence of obesity and other health problems due to use of conventional fatty oils

<https://www.databridgemarketresearch.com/reports/north-america-olive-oil-market>

<https://www.internationaloliveoil.org/the-united-states-olive-oil-imports/>

<http://aopa.org/olive-oil-101>

UNITED ARAB EMIRATES



CONTEMPORARY RESTRAINTS IN EUROPE

- Fierce heatwaves and a lack of rain in Spain threaten to reduce olive oil production from the world's top exporter.
- Weather also threatens output in Italy and grain across Europe as Ukraine war pushes prices higher
- As Spain accounts for the lion's share of global olive oil production, these reductions would see a significant tightening in global availability. Looking forward, market participants are expecting prices to continue to rise unless the weather improves and gives crops some respite.

<https://www.theguardian.com/business/2022/aug/02/spain-heatwave-olive-oil-production-italy-grain-ukraine-war-prices>



SOUTH AFRICA

- In 2020, South Africa imported \$1.21M in Olive Oil, becoming the 52nd largest importer of Olive Oil in the world.
- The fastest-growing import markets in Olive Oil for South Africa between 2019 and 2020 were Malaysia (\$757k), Greece (\$14.8k), and Turkey (\$8.35k).



SOME OF OUR REPRESENTATIVES IN EUROPE



HOUMAN SOLY

Germany



FEDERICA GRASSI

Italy



GERARD CAMA

Spain



NARCIS BALALAU

United Kingdom

MEET OUR STRATEGIC TEAM



MARIA GOLTZMAN

*Business Development
Manager*



ZALAN KHAN

*Business development
specialist*



OZAN KÖROĞLU

*Business development
specialist*



MUHAMMED ZAIN ABBAS

*Business development
specialist*



OUR CLIENTS

Our clients' portfolios include high and low-level commercial enterprises from a variety of industries.

We work with companies of all size, ensuring that our services are suitable for your business at every stage of it's market life cycle.





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————— *Lifting the limits* —————