

## MARKET INNOVATION OVERVIEW

**CATEGORY:** Olive Oil | **COUNTRY:** United States of America

*Este documento foi elaborado no âmbito do projeto PortugalFoods Qualifica, com o objetivo de criar informação de alto valor acrescentado para as PME e restantes entidades do setor agroalimentar nacional, para que estas se possam posicionar estrategicamente no contexto do mercado global.*

*A informação contida neste documento provém do Observatório da PortugalFoods que, com recurso à plataforma Mintel, permite contribuir para a qualificação e sensibilização do setor agroalimentar, tanto ao nível do conhecimento sobre novos produtos e técnicas de produção, como ao nível do acompanhamento da evolução tecnológica e da evolução das preferências do consumidor.*

*A Mintel cataloga mais de 38 000 novos lançamentos de produto por mês, provenientes dos 86 mercados que monitoriza, analisando e categorizando todos os seus atributos, tais como os ingredientes, posicionamento e comunicação ao consumidor.*

*O Observatório da PortugalFoods constitui-se assim como uma ferramenta de grande importância para alicerçar o conhecimento das empresas do Setor Agroalimentar.*



### A REGIONAL INTRODUCTION:

#### OLIVE OIL IN THE AMERICAS

**Appeal to natural consumers:** Brands can better target consumers looking for more healthful options with GMO-free and organic oils.

**Emphasise taste and health benefits:** With health benefits being a primary purchase driver in oils, brands need to ensure they are communicating these products' taste profiles and nutritional qualities.

**Alternative oils and spreads:** Niche oils can appeal to experimental consumers looking for different tastes. Brands can support experimentation by providing suggested uses and for use and recipe ideas.



## OLIVE OIL IN THE UNITED STATES OF AMERICA

### Market Overview

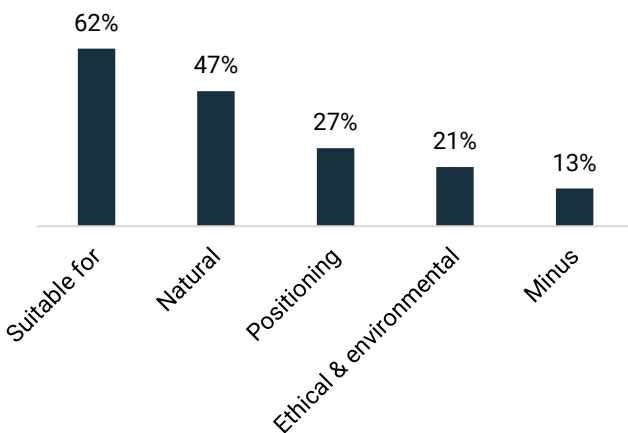
The American olive oil sector is expected to grow from €929.5 million in 2018 to €1.17 billion by 2023, at a CAGR of 4.7%. In volume terms, the sector is expected to grow from 152.7 million kg in 2018 to 168.9 million kg by 2023, registering a CAGR of 2.0%.

Per capita consumption of olive oil in the USA stood at 0.46kg in 2018 and is expected to slightly grow and reach 0.49kg by 2023. Per capita expenditure in the USA stood at €2.82 in 2018 and is expected to reach €3.41 by 2023. (GlobalData, 2020)

### New Product Development Analysis

**1%** of food products launched in the USA in 2019 were Olive Oil products.

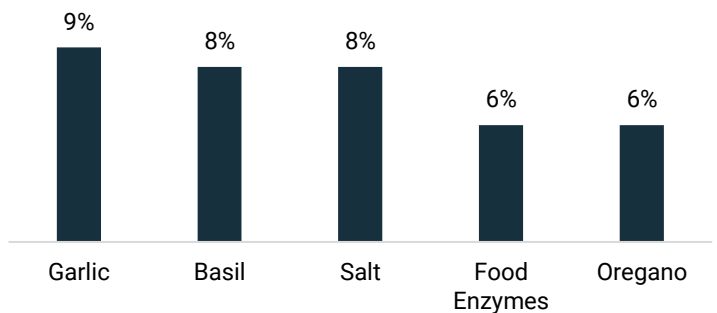
Top 5 Claim Categories in Olive Oil product launches, 2019



More than half of the olive oils launched in the USA featured the 'Kosher' claim, pushing the 'Suitable for' claim category to the top. In the 'Natural' category, it was the 'GMO Free' claim that registered the most use, with the 'Premium' claim (from the 'Positioning' category) coming behind.

In terms of ingredients, 'Garlic' stood out as the most used addition to olive oil, followed by 'Basil' and 'Salt'.

Top 5 Ingredients (other than olive oil) of Olive Oil product launches, 2019



This kosher certified product features basil as an ingredient.



This product features garlic and has the Non-GMO Project Verified logo.



This premium product features salt and sea salt in the ingredients.



## THE AMERICAN CONSUMER

**79%**

Of adults in the US **use oil**



(2017)

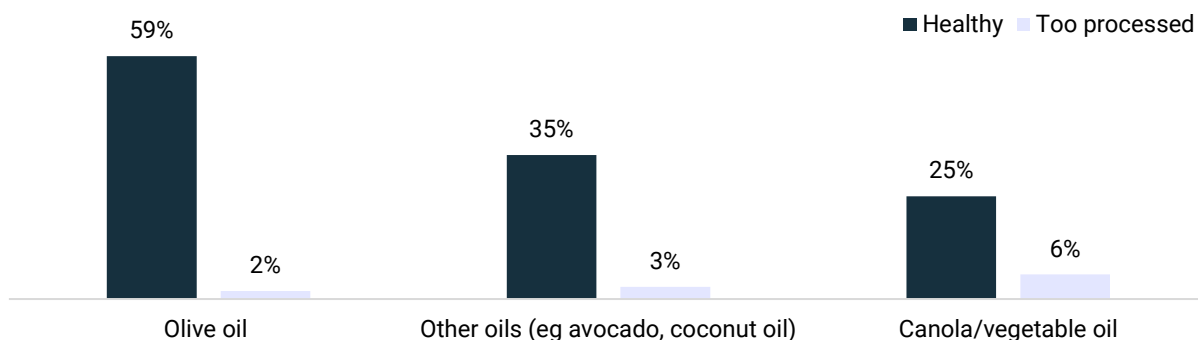
**57%**

**Olive oil** is most widely used

**53%** Of oils users say **health benefits** are the most important factor when buying oils (2017)



**US: Characteristics I associate with the following oils, % of consumers who agree (2017)**



(GlobalData, 2020)

## A GLOBAL LOOK INTO THE FUTURE

**Oils should do more communicate benefits and uses:** Oil producers benefit from a positive consumer perception of edible oil products. Producers should do more to capitalise on these perceptions by offering consumers fortified formulations. In addition, clearer messaging will help consumers to understand the best use of each variety and widen their repertoire.

**Olive oil that is linked to the Mediterranean diet could be promoted for his protective role in health:** Producers can build a link between these diets and ingredients like olive oil, and the protective role against non-communicable diseases, such as heart disease, that adherence to these diets could deliver.

*Para mais informações acerca do Observatório da PortugalFoods, por favor contactar*  
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