

# EDIBLE OILS AND SPECIALTY FATS MARKET

Prepared by:

CPL Business Consultants  
Milton Park Innovation Centre, Abingdon, OX14 4RY, United Kingdom  
Tel: +44 1865 257 252, [info@cplconsult.com](mailto:info@cplconsult.com), [www.cplconsult.com](http://www.cplconsult.com)

STRATEGIES TO GROW YOUR BUSINESS

TABLE OF CONTENTS

**EDIBLE OILS AND SPECIALTY FATS MARKET..... 1**

EDIBLE OILS AND SPECIALTY FATS MARKET..... 2

*Introduction to Edible Oils and Specialty Fats* ..... 2

*Edible Oils and Specialty Fats Market Dynamics* ..... 2

*Competitive Landscape for Edible Oils and Specialty Fats* ..... 2

*Market Insights*..... 2

ADDITIONAL PROJECTS ..... 2

***In this case study, a global commodity trading company engaged CPL Business Consultants to determine the potential for edible oils and specialty fats in Europe to inform an investment decision. CPL's insights into the dynamics, trends, competitive environment and nuances of the market supported the client during its successful transaction process.***

CPL supported a global agricultural commodity trading company in assessing the potential for edible oils and specialty fats in Europe to inform its decision on whether or not to invest in this area. In particular, the client sought information on the following:

- Market volumes, values and growth (CAGR)
- Direct and indirect competition and the relative technical and commercial positioning of their products
- Insights into the current and future needs of b2b customers

CPL's fact-based strategic analysis was completed within a compressed timescale and used a variety of sources including in-house databases and authentic insights from interviews. CPL completed a comprehensive assessment of the players, providing information on their facilities, products and applications, with a focus on palm oil replacement capabilities.

Furthermore, CPL leveraged its extensive contact network to speak to both those with expertise in the industry of interest as well as potential customers. The findings from these discussions were collated and summarised to answer the client's questions regarding market trends and the likely future needs of customers. The report included key recommendations for a go-to-market strategy.

An outline of the report is provided on the following page.

## **EDIBLE OILS AND SPECIALTY FATS MARKET**

### **Introduction to Edible Oils and Specialty Fats**

- Oil Processing Markets
- Palm-Oil Alternatives and Trends

### **Edible Oils and Specialty Fats Market Dynamics**

- Global Edible Oils Market
- Regional Market Overview and Growth (CAGR)
- Applications for Edible Oil Products
- Edible Oil Market Trends and Activities

### **Competitive Landscape for Edible Oils and Specialty Fats**

- Overview of Players in Edible Oils and Palm Oil Replacement Market
- Detailed Information on Key Edible Oil Companies

### **Market Insights**

- Insights gained from interviews with contacts from CPL's extensive expert network, including information on palm oil replacement and disruptive technologies.

## **ADDITIONAL PROJECTS**

CPL has worked on many other projects concerning fats and oils e.g. [\*Technology for Saturated Fat Reduction\*](#) and [\*Fish Oil Market\*](#) as well as further projects looking at processing technologies e.g. [\*Supercritical CO2 Extract Market\*](#). Have a look at our [\*PowerPoint Introduction\*](#) and Brochure describing deliverables, differentiators and case studies. You can also review [\*eight case studies\*](#).