

## Olive Oil Trends

Over the past three decades, global olive oil consumption has nearly doubled. Having long been hailed for its health benefits, and as an integral part of Mediterranean cuisines, its popularity has spread across the globe. Global olive oil consumption reached a record high in 2020, recording an increase of 3.1 billion kilos. In other words, consumption has almost doubled in the last thirty years. This continued popularity of olive oil has been helped by several factors. From changing consumer habits to the global availability and a variety of product, olive oil continues to be a huge opportunity for businesses.

### Key Trends Driving the Growth in Olive Oil

#### Health and Immunity

Health and wellness has been a defining movement in recent years, and continues to play an important role in purchasing decisions. From younger shoppers committed to purchasing products which support their healthy lifestyle, to older consumers engaged in the pursuit of “healthy ageing”, immune boosting, “better for you” ingredients is a key trend. Olive oil’s rising popularity is partly due to how it fits with these ideals. Packed with antioxidants which can help fight disease, olive oil and specifically extra virgin olive oil (EVOO) has powerful health benefits and the acclaimed benefits of extra virgin olive oil (EVOO) in particular. The antioxidants help to reduce risk of chronic disease, while vitamin E supports a normal immune system. Researchers have found that a diet heavy in olive oil is particularly successful in lowering some heart risks because of its monounsaturated fat content which helps control cholesterol levels.

#### Mediterranean Cuisines

In addition to the benefits of olive oil, the rising popularity of food dishes that use it is driving consumption. Whether its southern European, Middle Eastern or North African cuisines, the common feature is the use of olive oil, used in salad dressings, vegetable dishes or even in desserts. These Mediterranean cuisines are universally appreciated for their nutritional value, and, according to a World Health Organization Report, several European countries have already included the Mediterranean diet as part of their official national dietary guidelines. Widely accepted by medical professionals as providing extended health benefits, it’s become a popular diet followed by health-conscious consumers globally.

#### Mindful Eating

The organic food market is thriving. No longer niche, the global organic food market is now worth over \$100 billion according to The World of Organic Agriculture 2020. The search for authenticity has been made possible through consumers improved awareness of manufacturing processes. The widespread trend of ‘mindfulness’ has expanded to include mindful eating. Mindful shoppers are interested in how their food is produced and seek nutritious, safe and ethically sourced foods. Fewer chemicals, better soil management and its associated better taste and flavor are just some of the reasons consumers continue to buy organic. Consumers seeking clean label — essentially products using clean and simple ingredients that consumers recognize — also demonstrates the value they put on the quality of produce.

This growing preference for organic is fueling growth of extra virgin olive oil (EVOO), which is projected to reach USD 1815.1 million by 2026. Unlike regular olive oil which is made from a blend of both cold-pressed and processed oils, EVOO is the highest quality olive oil, made from pure, cold-pressed olives. Growth of this organic olive oil can be attributed to the increase in producing countries, and while this has resulted in a decrease in price, there are also more premium organic olive oil brands coming on to the market.



Previously sold in specialist shops, these premium products are now more widely available, with consumers willing to pay the higher price for quality.

### Premiumization and Innovative Flavors

While the trend for organic olive oil sees consumers willing to pay for higher quality oils, consumers are also interested in the authenticity of the products. When it comes to olive oil, a growing number of consumers are interested in specific production regions, while interest in 'premium' monovarietal olive oils is also sparking interest. Across Europe, new olive oil tasting courses are becoming increasingly popular and are helping to develop consumer knowledge about premium or high-quality oils. In addition, consumers are interested in trying out new flavors in olive oil. An expanding range of olive oil products infused with aromatic ingredients like chili and garlic have proven popular, while flavors like lime, truffle, pesto, curry and rosemary are appearing on shelves.

### Increasing Availability for Producers in Non-traditional Countries

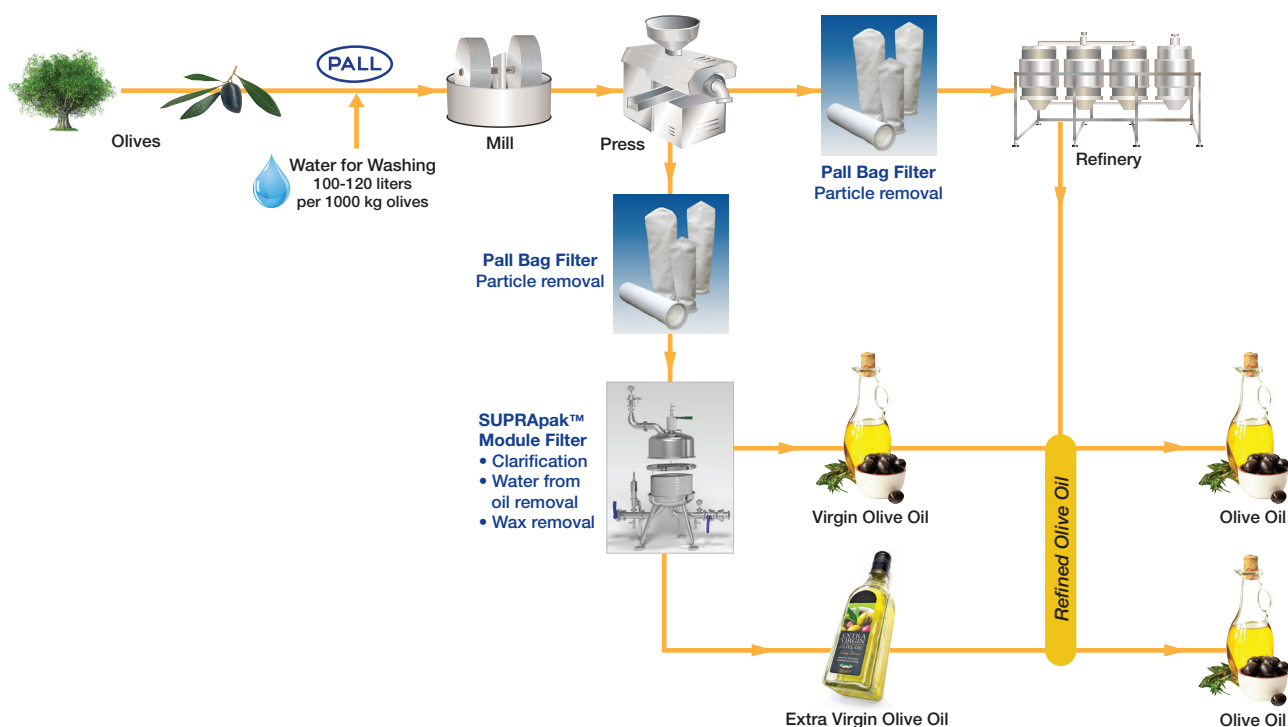
The increased availability of olive oil in non-traditional consumer markets is also boosting olive oil growth. Stimulation of production with domestic and foreign investment in non-EU Mediterranean countries, coupled with lower production costs can be attributed to its continuing success. Innovative product and process technologies from cultivation techniques to modern systems of irrigation and intensive production methods providing greater efficiency have helped to pave the way for new plantations in traditionally non-producing countries.

Overall, growth is seen in countries that have not been traditional consumers. Demand for healthier products and growing prestige for the Mediterranean diet has appeal on the global consumer appetite. New market opportunities are expected in countries like China, where there is a growing interest in olive oil. Boosted by expanding incomes as a result of rising living standards, eating clean has become an aspiration of China's growing population of health-conscious consumers, and olive oil a popular choice as a result.

Although China is expected to have the highest consumption, other opportunities are emerging across the world. The US continues to be a key destination for olive oil exports in the coming years and is the world's largest consumer after Italy and Spain. Japan, Canada, Australia and Russia will drive demand alongside expected countries like Germany and the UK.

### Increasing the Value of Olive Oil with Pall SUPRApak™ Technology

The biggest challenges facing olive oil producers today is consistently providing high-quality olive oil with processes that are cost-effective and reduce product loss. EVOO characteristics are highly sensitive to impurities and oxygen pickup. Reduction in turbidity, moisture and wax content as well as other insoluble impurities are key challenges that need to be addressed during production. Without adequate filtration steps in place, these elements will affect the appearance and shelf life of olive oil and as a result, effect the perceived quality of the oil in the market.



Therefore, having the right filtration technology in place is essential to the provision of quality olive oil in this growing market. In order to compete in these growing market conditions, effective filtration technology needs to be adopted to tackle these impurities. Pall SUPRApak technology allows olive oil producers to achieve a premium quality, high value oil using an easy to use filtration process.

SUPRApak depth filter modules are the next level in the development of the depth filter sheets traditionally used in olive oil filtration. The SUPRApak module platform uses the unique edge flow principle which provides optimum use of the adsorptive capacity of its depth filter sheet media. As well as providing excellent filtrate quality unrivalled with traditional sheet filters, additional benefits of SUPRApak technology include:

- Enclosed system for product protection and avoidance of oxygen pickup
- High product yield
- High throughput at low investment cost
- Low labor, maintenance, and downtime costs
- Extremely low installation footprint
- Easy integration into existing system
- High flexibility to integrate the SUPRApak filtration solution into processes from small batches to large scale industrial production volumes



SUPRApak™ Modules and Housings

Global organic food market growth numbers: <https://www.globenewswire.com/en/news-release/2020/11/20/2130835/0/en/Olive-Oil-Market-to-Hit-USD-16-64-Billion-by-2027-Increasing-Prevalence-of-Heart-Disease-to-Stimulate-Growth-Says-Fortune-Business-Insights.html>

To learn more about how Pall can help you to meet the latest trends in olive oil production with the newest filtration solutions, contact our experts today at [foodandbeverage@pall.com](mailto:foodandbeverage@pall.com).



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