



# USA Avocado Oil Market

- **Market Overview**
- **Market Trends**
- **Market Drivers**
- **Competitor Analysis**

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## 1. Introduction

Avocado oil is extracted from the avocado fruit pulp. The avocado plant originated in Central America but over the period it has spread over to warm subtropical and temperate regions of the world. Avocado fruit is grown for the fresh fruit market, for either domestic consumption or export purpose. Avocados have different varieties, of which 'Hass' and 'Fuerte'. Hass is largely cultivated in Mexico and New Zealand and provides high yield and low postharvest disorders. The U.S. accounted for 28.4% production of avocado oil in 2021. California, Florida, and Hawaii are the major producers of avocado with California nearly producing 151,000 tons of fresh avocados. The U.S. imports avocado oil majorly from Mexico and exports to Singapore and Indonesia. The high content of healthy fats, thiamin, riboflavin, and vitamin A, E, K is majorly driving the growth in demand for Avocado oil, which is useful not only in cooking purposes but also in beauty and cosmetics products to reduce blemishes, dry skin, wrinkles, and acne. Further, various technological improvements are being implemented in Avocado production to increase the yield and reduce pest impact. Avocado oil is expensive as compared to other oils like olive oil and coconut oil, thus the price factor majorly hinders the growth of the market.

Expanding awareness about the nourishing advantages of avocado oil and changing customer inclination towards oil containing low fat and cholesterol are boosting the development of the avocado oil market. The prevailing fashion for plant-based individual consideration and corrective items is relied upon to drive the avocado oil industry. Moreover, different utilizations of avocado oil in drugs, nutraceuticals, and food businesses are filling the development of the avocado oil industry.

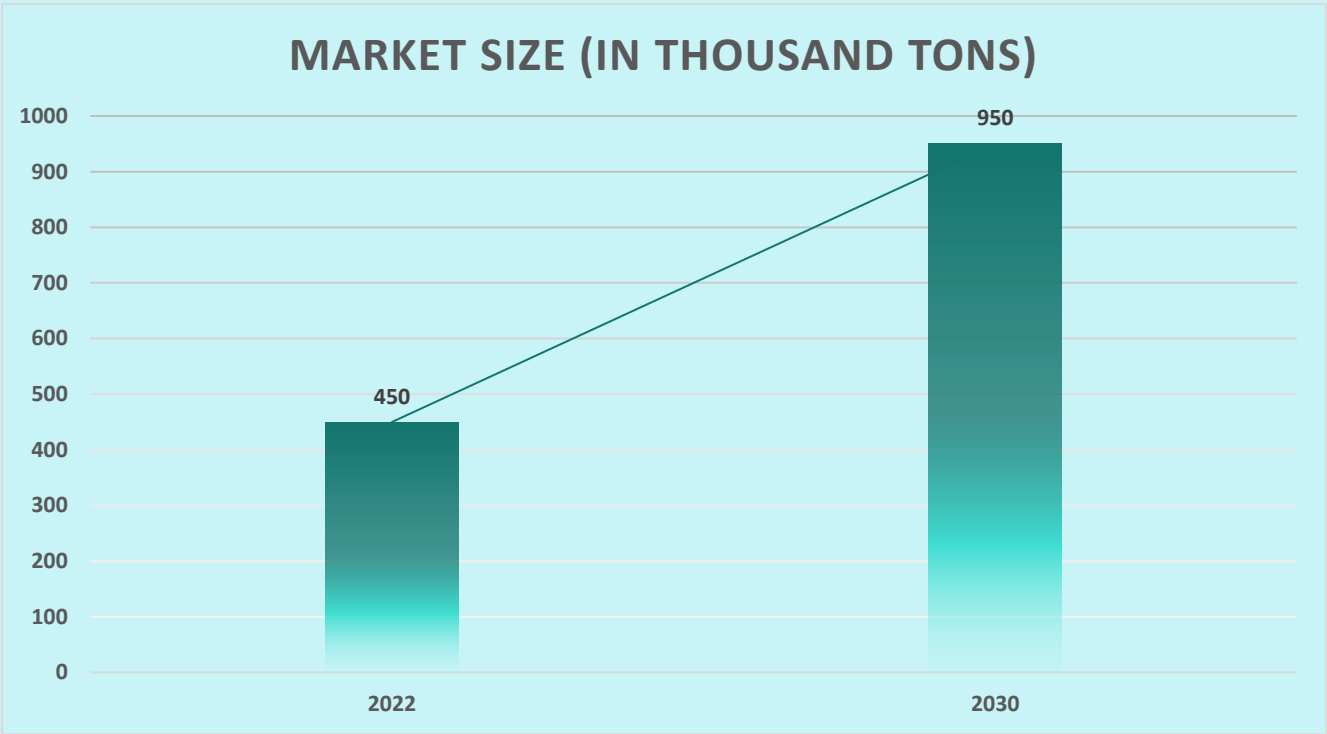
In light of this sort, the avocado oil market has been classified into refined, virgin, and additional virgin oil. Contingent on the filtration, the shade of avocado oil might fluctuate from light green to light yellow and brilliant. In any case, options in contrast to avocado oil might hamper market development during the figure time frame. Cutthroat items for avocado oil are chia seed oil, olive oil, hemp oil, and other elective oils created from reliable sources. These oils convey remarkable advantages of their own. This is relied upon to challenge the Global Market Revenue over the estimated time frame since shoppers have various elective items effectively accessible on the lookout.

Avocado Oil Market Share has a high substance of monounsaturated unsaturated fats, which helps support good cholesterol levels and helps in the assimilation of fundamental supplements. Cold-pressed avocado oil is profoundly liked in the food business in the planning of plates of mixed greens. Being crude, avocado oil assists with keeping the character and shading attributes of the organic products flawless. Rich supplement organization of avocado oil is gathering gigantic mindfulness among purchasers, which is

driving the market for avocado oil. Its developing ubiquity has urged food fabricating organizations to dispatch creative items to benefit from their chance.

**2. Market Size**

Goldstein Market Intelligence analyst forecast that the United States avocado oil market is set to reach nearly 950 thousand tons by 2030, growing at a CAGR of 13.2% over the forecast period (2022-2030). Based on product, Extra virgin avocado oil accounted for the largest market share of 35.5% in 2021 on account of its extraction process that ensures the highest quality of the avocado oil and has no additional additives.



**3. Avocado Oil Application**

**3.1.Cosmetics**

The demand for avocado oil is anticipated to increase owing to its extensive use in cooking. Moreover, the beauty and cosmetics industry is also practicing avocado oil in various products as an ingredient, largely to decrease wrinkles, blemishes, dry skin, and acne. Avocado oil is also utilized for the treatment of primary health-related problems such as coronary heart disorders and cholesterol. Overall, the Avocado Oil Market has set its footprint in three major businesses, which is expected to increase the demand for avocado oil in the forecast period.

### **3.2.Health Sector**

Moreover, growing numbers of lifestyle diseases such as cardiovascular disorders, are uprising worldwide. This has accelerated the research on avocado oil owing to the health benefits associated with its consumption. Furthermore, avocado oil is used in multiple applications, such as in personal care, cosmetics, and medicinal applications. It has gained immense importance in the medicinal field owing to numerous benefits such as weight reduction, improves digestion, enhanced heart health, carries out detoxification, skin glow, boosts the rate of wound healing, and is a rich source of vitamin E.

## **4. Key Market Trends**

- In 2021, North America dominated the Avocado Oil Market.
- The rise in the number of chronic illnesses and a rise in consumer health consciousness are both growing, are anticipated to help in the global expansion of the Avocado Oil Market.
- However, one of the key challenges limiting the growth of the Avocado Oil Market is the presence of alternatives to avocado oil which are becoming more common, and avocado oil is becoming more expensive.

## **5. Market Dynamics**

### **5.1.Market Drivers**

Expansion in the wellbeing consciousness among people and expansion in the interest for plant-based restorative items is driving the growth of the Avocado Oil Market. The expansion in the health consciousness is making people choose healthy and natural oil for daily use. The high demand for Avocado oil is developing the Avocado Oil Industry. Expansion in the interest for plant-based restorative items is likewise assessed to improve the development.

Expansion in the use of avocado oil in medicine is also driving the market. There is an expansion in the utilization of avocado oil in medicine making and food ventures inferable from the developing interest. This prompted a fast expansion in the development of the Avocado Oil Market.

### **5.2.Market Challenges**

In contrast to avocado oil, expansion in the options and significant expenses of avocado oil is the major challenge in the Avocado Oil Market. Expansion in the options in contrast to avocado oil is one of the

significant worries that will probably lessen the development of the global market. A significant expense of avocado oil is one more misfortune for the development of the global market.

### **5.3.Market Opportunities**

The utilization of avocado oil in cooking and hair and skincare arrangements will bring promising development. Furthermore, it is wealthy on the surface and tastes great. This load of elements brings colossal development and offers greater opportunities for the avocado oil market in the future estimated period. Some useful properties of avocado oils are like an ideal degree of cancer prevention agents, and great unsaturated fats are the essential explanations behind wellbeing specialists to suggest its utilization.

### **5.4.Market Growth Analysis**

The avocado oil market is relied upon to acquire impressive development across the evaluation time of 2020-2025, inferable from their remarkable dietary substance presence. The medicine area likewise produces broad interest in avocado oil because of its outstanding medical advantages. The items likewise have a cancer prevention agent, saturating, and conditioning impact that keeps up with the nature of the skin. Consequently, this viewpoint looks good for the development of the global market in the forecasted period.

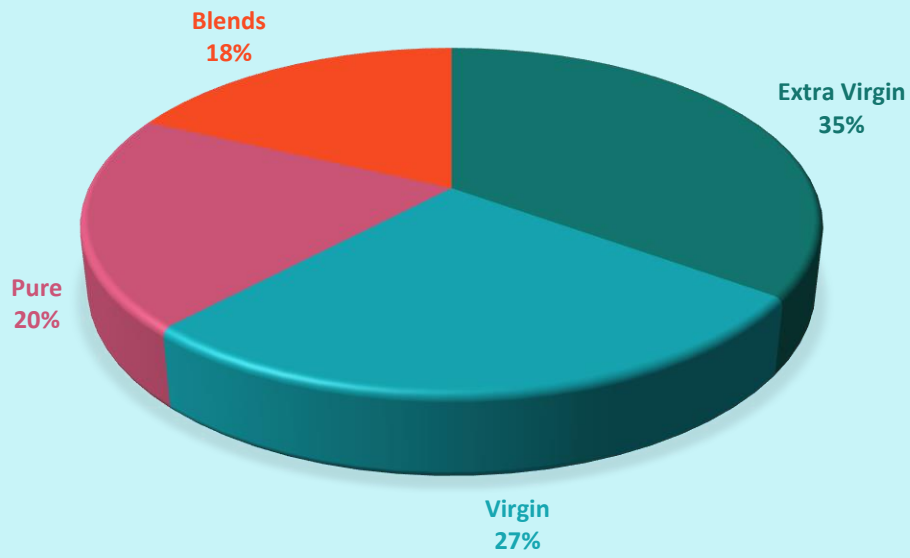
## **6. Market Segmentation**

### **6.1.By Product**

Based on Type, the Extra Virgin market section held the biggest offer in 2022. This is attributable to the variables like quick expansion in the interest from agricultural nations, expansion in the discretionary cash flow of people, expansion in the awareness about the advantages of additional virgin avocado oil, and expansion in the utilization of additional virgin avocado oil in beauty care products and food and Beverages.

- Extra Virgin
- Virgin
- Pure
- Blends

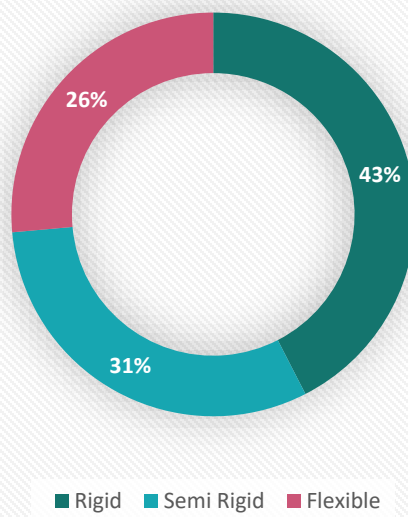
### BY PROUCT



### 6.2.By Packaging

- Rigid (PET, HDPE, Tin Plate)
- Semi-Rigid (Tetra Pak)
- Flexible (Flexi-bags)

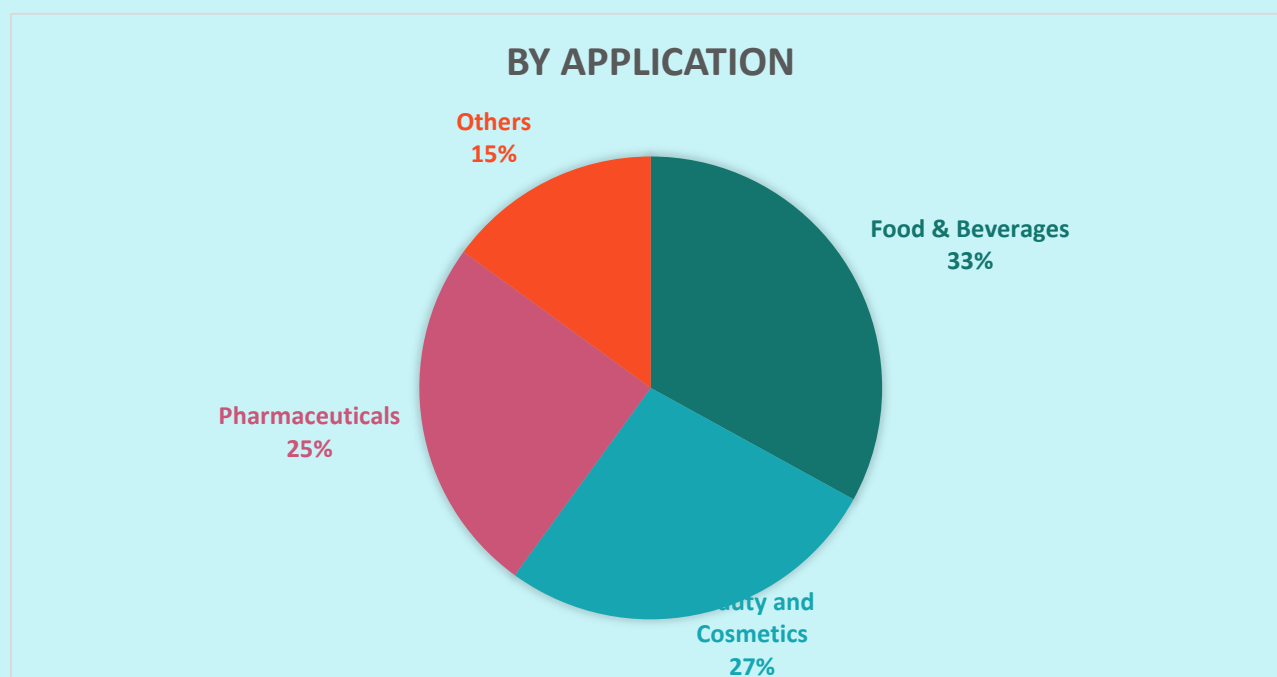
### By Packaging



### 6.3.By Application

Based on the Application, Food and Beverages section held the biggest offer in Avocado Oil for 2022. This section is attributable to the variables like expansion in the speculation by the significant organizations, expansion in the tendency towards the stationary way of life, and developing inclination for comfort food sources. Drugs and Nutraceuticals fragment is assessed to be the quickest developing section attributable to the elements like expansion in the number of ongoing infections, expansion in the extra cash of people, expansion in the wellbeing awareness among people, and expansion in the venture by the significant organizations.

- Food & Beverages
- Beauty and Cosmetics
- Pharmaceuticals
- Others

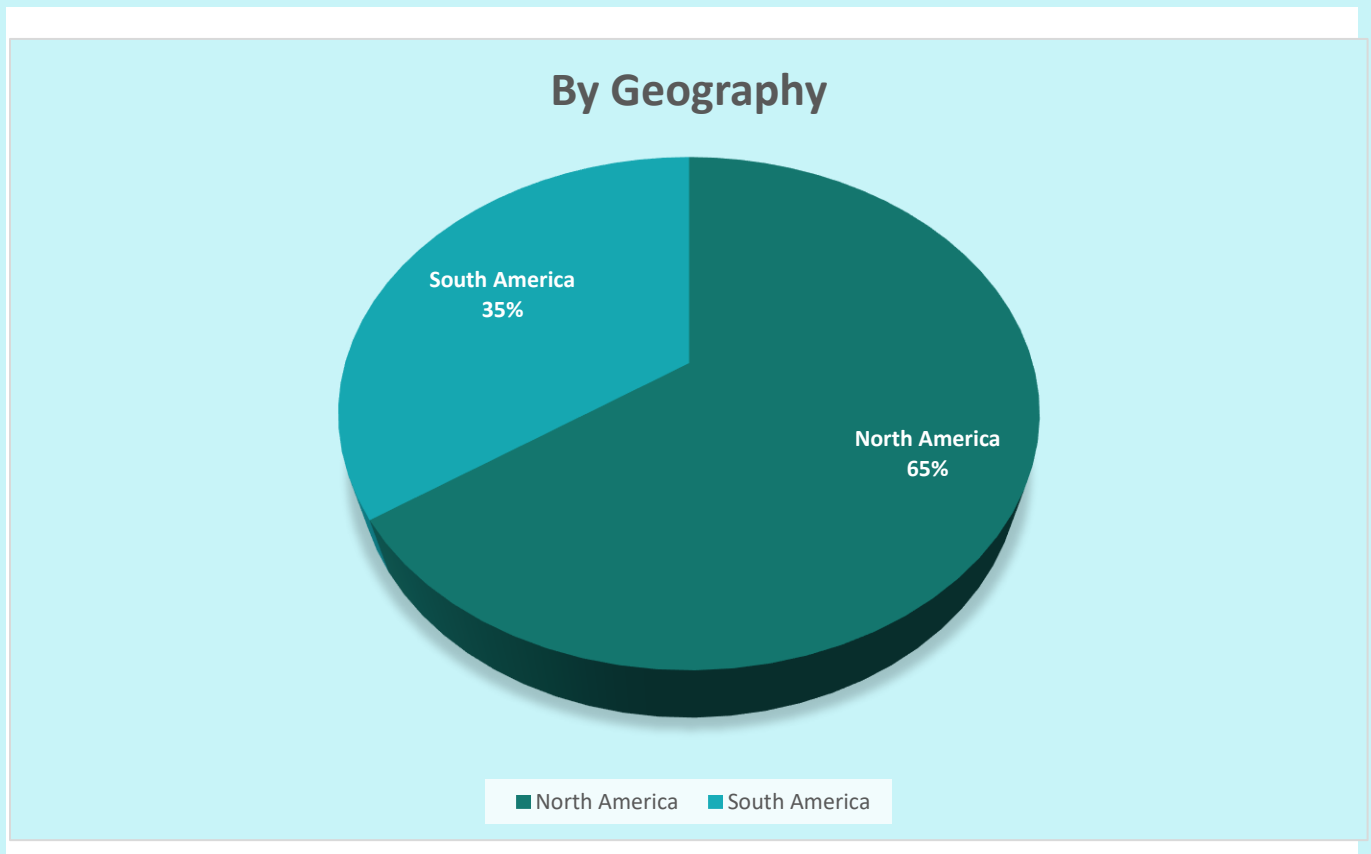


#### 6.4.By Geography

North America dominated the Avocado Oil Market with a major share of 65.43% in the year 2021. This is mainly due to the increase in health challenges such as heart disease and chronic illnesses, which are caused by high consumption of high-fat oils, which drives the demand for avocado oil. Coronary Artery Disease (CAD) is the most prevalent kind of heart disease in the United States, and it can lead to a heart attack. Apart from this, the presence of well-known avocado oil producers such as Bella Vado, Inc., Grupo Industrial Batellero S.A. de C.V., Chosen Foods LLC, and Sesajal S.A. de C.V. is boosting the industry's



expansion in the region. During the projected period, the avocado oil business in the area is predicted to develop owing to the increased consumption of processed food and beverage goods.



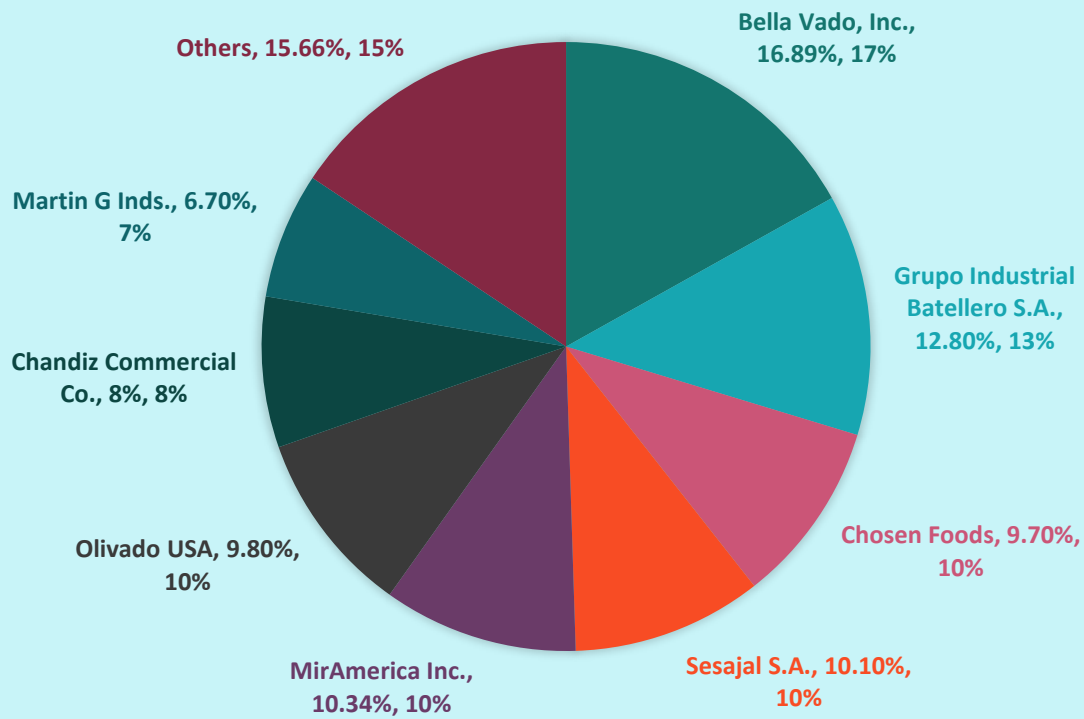
## 7. Competitors

The presence of well-known avocado oil producers such as Bella Vado, Inc., Grupo Industrial Batellero S.A. de C.V., Chosen Foods LLC, and Sesajal S.A. de C.V. is boosting the industry's expansion in the region. During the projected period, the avocado oil business in the area is predicted to develop owing to the increased consumption of processed food and beverage goods. These competitors hold a significant market share and offer multipurpose avocado oil to be used in different products.

- MirAmerica Inc.
- Manqueley
- Olivado USA
- Martin G Inds.
- Chandiz Commercial Co.
- Cibaria International Inc.
- CAMPESINO
- Bella Vado

- NOBEL FOODS
- Sesajal
- CHOSEN FOODS
- ACADO
- AMD Oil Sales
- BIO PLANÈTE
- Kevala
- Avoolio
- LA TOURANGELLE
- Storino's
- Olivado

## MARKET SHARE



## 7.1.Products Comparison

Competitor	Products	Price	Packaging
<u>Bella Vado, Inc.</u>	<u>Avocado Oil Hand &amp; Body Cream</u>	\$12	Cream Pack
	<u>Avocado Oil Mini Gift Set</u>	\$45	Mini Gift Set
	<u>Avocado Bar - Handcrafted Soap</u>	\$9	Soap
	<u>Barrel Aged Balsamic</u>	\$15	Mini Bottle
	<u>Salad Dressing Kit</u>	\$24	Small Packet
	<u>Case of Oil 06 Bottles</u>	\$13	Bottles
	<u>Earthy Pleasures Bar Soap</u>	\$8	Soap
	<u>Extra Virgin Avocado Oil</u>	\$13	Mini Bottle
	<u>Gallon Jug Extra Virgin Avocado Oil</u>	\$155	Gallon Jug
	<u>Avocado Grapefruit Body and Face Wash</u>	\$7	Face Wash Pack
	<u>Avocado Skin &amp; Hair Oil</u>	\$16	Hair Oil Bottle
<u>Grupo Industrial Batellero S.A.</u>	<u>Avocado Oil</u>	\$10.99 to \$225.99	Bottle and Large Plastic Can
<u>Chosen Foods</u>	<u>Avocado Cooking Oil</u>	\$10.99 to \$25.99	Oil Bottle
	<u>Avocado Cooking Sprays</u>	\$7.19 to \$7.99	Spray Bottle
	<u>Avocado Mayos</u>	\$8.99 to \$14.99	Mini Box
	<u>Avocado Dressings</u>	\$7.99	Mini Bottle
	<u>Avocado Simmer Sauces</u>	\$9.99	Jar
	<u>Avocado Guacamole</u>	\$6.99	Mini Box
<u>Sesajal S.A.</u>	<u>Extra Virgin Avocado Oil</u>	\$8.99 to \$14.99	Bottle
<u>Olivado USA</u>	<u>Organic Extra Virgin Avocado Oil</u>	\$29.95	Bottle
	<u>Extra Virgin Avocado Oil</u>	\$19.49	Bottle

## **8. Recent Developments**

### ***Increase In Health-Conscious People, Along With Need For Plant-Based Cosmetics, Is Projected To Augment Development***

Avocado Oil Market is predicted to grow resulting in an increase in health consciousness among individuals as a result of the rising incidence of chronic disorders. The avocado Oil industry is predicted to be aided by an increase in the demand for plant-based cosmetics. Obesity and overweight issues are the leading causes of death, according to the World Health Organization. Individuals are increasing their diet of nutritious vegetables and fruits, such as avocados, to battle these health concerns, which is projected to boost demand for avocado oil. Avocados lower cholesterol and triglycerides. Besides, the market is anticipated to be driven by strong growth for avocado oil in personal care products attributable to its advantageous monounsaturated fatty acids like oleic acid and its moisturizing properties. The personal care products market in the USA is anticipated to reach US\$ 30 billion by 2023, with a CAGR of 6%. Cosmetic product use is on the rise as people become more conscious of the importance of looking nice. As a result, the demand for avocado oil in the region rises.

### ***High Product Costs And Its Subsequent Alternatives Presence Might Result In A Loss Of Output***

One of the key concerns that are predicted to stifle the Avocado Oil Market's growth is the rise of alternatives to avocado oil. Chia seed oil, olive oil, hemp oil, and other alternative oils made from healthy sources are competitors for avocado oil. These oils have their own set of advantages. This is likely to provide a challenge to the avocado oil industry throughout the forecast period 2022-2030 as customers have a variety of other goods to choose from. The lower shelf-life of avocado fruits, which deteriorate and rot in a short amount of time, is another hindrance to the Avocado Oil Market's expansion. As a result, avocado oil producers have begun to relocate their oil extraction operations closer to avocado-producing regions.

## **9. Current Use and Area of Opportunities**

### ***Growing Awareness for a Healthy Lifestyle to Fuel the Demand for Avocado Oil***

Higher consumer inclination towards a healthy lifestyle has pushed the consumption of healthy food products and ingredients. Of late, people have become more conscious regarding their diet and food intake.

In addition, the obesity rate has also increased since 2016. During this period, more than 1.9 billion people, especially adults, were overweight.

According to WHO, obesity and overweight problems are the main causes of death. To combat these health issues, individuals are increasing their consumption of healthy vegetables and fruits, such as avocados that reduce cholesterol levels and triglycerides, which is expected to aid the demand for avocado oil.

### ***Avocado Oil to Witness High Consumption in Latin American Countries***

Increasing awareness regarding a healthy lifestyle has driven the demand and consumption of avocado oil in Latin America. Latin America region has witnessed a high rate of occurrence of health problems such as heart diseases, chronic disorders, and associated cardiovascular problems owing to high consumption of fats and a poor lifestyle.

With growing awareness regarding the advantages of avocado oil, its consumption has spurred across the region.

In Latin America, consumption of avocado oil is largely observed in Mexico, which is considered the largest producer and supplier of avocados. Moreover, the demand for avocado oil in North America is also expanding at a higher rate for a couple of years.

The avocado oil market in North America is projected to expand at a high rate in the coming years.

### ***Customers Swaying Towards Avocado Oil Due to Its Benefits over Traditional Oils***

As avocado oil's nutrient profile gloats of a higher amount of unsaturated fats, health-conscious consumers, especially individuals who are fighting obesity problems, have formed a significant buyer base of avocado oil. Deficiencies of traditional oil, for example, an undesirable smell and flavor, are swaying customers toward other sound and tasty oils, avocado oil.

Continuously changing consumer buying patterns such as recognizing the supplement synthesis of a nourishing item, and an inclination towards natural and organic products is anticipated to create a noteworthy thrust for avocado oil, thereby fueling the growth of its market.

### ***Growing Awareness about Health Benefits of Edible Oils to Trigger Market Growth***

The increasing world population and growing demand for different cooking oils are mainly creating a higher demand for edible oil across the globe. Growing awareness about the health benefits of consuming vegetable oils is making consumers explore various types of edible oils that can be used for cooking.

Manufacturers are implementing innovative technological solutions to improve the nutritional quality of edible oils, which is expected to provide traction to the increasing demand.

Also, the growth of the global retail sector coupled with the rise in disposable income of consumers is expected to make a positive impact on edible oil production and distribution across the globe. Exponentially increasing demand for edible oils from the growing world population is expected to drive the growth of the global avocado oil market, in the foreseeable future.

### ***Market Leaders Investing in R&D and Advanced Technologies to Develop Apt Substitutes for Fats***

A growing number of health-conscious consumers across the globe is leading to declining demand for food products containing oils. Consumers are becoming aware of the ill effects of consuming fats on their health, which is driving manufacturers to improve the functionality and nutritional benefits of the products.

To deal with such challenges, manufacturers are finding ways to provide healthy products to a growing, health-conscious, consumer base.

Leading manufacturers are implementing advanced fat-replacement technologies to meet the consumer demand for zero grams trans-fat in different food products. Production of edible oils and fats that contain no fatty acids is expected to be the most popular and prolific trend followed by the majority of the manufacturers in the world.

Furthermore, many companies are engaged in acquisitions and collaborations with other companies to increase their market share and recognition in the global market. Prominent companies are also engaged in increasing their production capacity and product launches, which is boosting the market growth significantly.

### ***Product Innovation is Proving to be a Winning Imperative in the Avocado Oil Market***

The cold-pressed extraction technique was first investigated in the 1980s but its commercial use was only possible a few years back. This opened up new possibilities of manufacturing virgin and extra-virgin oil from avocado as the oil after extraction did not need an additional extraction process.

Also, avocado oil can be produced organically and the yield was also high when this process was used. This improved the quality of the oil processed and the manufacturers could manufacture avocado oil of cosmetic and food-grade quality.

Manufacturers of avocado oil have started shifting their oil extraction plants near avocado-producing regions. This is due to the shorter shelf-life of avocado fruits, as these get spoilt and rotten within a short period of time.

This affects the quality of the oil extracted. Thus, this step has been taken by manufacturers to ensure the good quality of the oil. This has also enabled sustainable sourcing from farmers that produce avocado fruits. Also, the storage, shelf-life, and supply of avocado oil are much easier than that of avocado fruit giving significant traction to avocado oil.

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