

Which oils & fats do consumers reach for at retail?



New in 2025, Cargill's FATitudes™ study explored consumer perceptions and purchase habits around oils and fats purchased at retail stores.



About FATitudes™ (n=551)

- Recurring national, online survey
- Tracks demographic differences (by shopper segment, generation, geographic region)
- Assesses trends over time

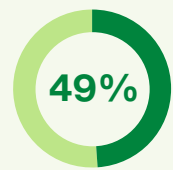


Research examines:

- Perceptions of oils & fats
- End use impact on purchase
- Top attributes sought
- Likelihood to purchase private label

Tracking label scrutiny

Over the past few years, consumer scrutiny has been declining:



49% closely monitor oils & fats in food purchases (-2 points from 2024)

Type of oil

has been increasing in purchase impact (+4 points from 2022)

Amount of fat

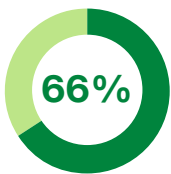
has been trending downward (-2 points from 2022)

Intended use influences oil selection

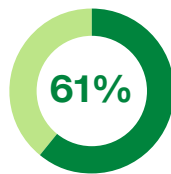
We asked consumers to rate how important they considered oil type relative to home-cooking applications. (Among general population)



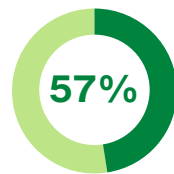
Pan-frying or sautéing foods



As an ingredient in a recipe, dressing or sauce



Deep-frying foods



As an ingredient added to a packaged item

Top 5 retail oils

In terms of awareness, usage and positive perceptions of the finished food, these 5 oils rose to the top. (Based on total results)

	1 OLIVE OIL	2 VEGETABLE OIL	3 CANOLA OIL	4 AVOCADO OIL	5 COCONUT OIL
Awareness on shelf	80%	75%	67%	52%	47%
Purchased / used at home	72%	59%	46%	31%	23%
Positive impact on food taste	61%	24%	24%	33%	26%

Private label acceptance

Consumers were asked how likely they would be to purchase a store brand instead of a national brand, assuming no sales or discounts. ("Extremely likely" responses)



OLIVE OIL
38%



AVOCADO OIL
29%



VEGETABLE OIL
28%



CANOLA OIL
25%



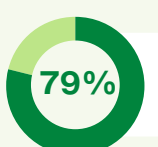
COCONUT OIL
23%



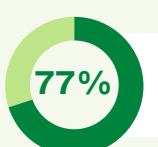
CORN OIL
21%

Product attributes sought

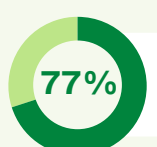
Not surprisingly, shoppers' most-important attributes for oils were product freshness, price point, flavor profile and versatility for different cooking purposes (top-2 boxes). The type of packaging and sustainable packaging mattered least (44% & 40% respectively).



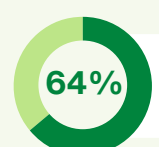
Freshness



Price



Flavor



Versatility in use

Learn more about Cargill FATitudes™ research at cargill.com.