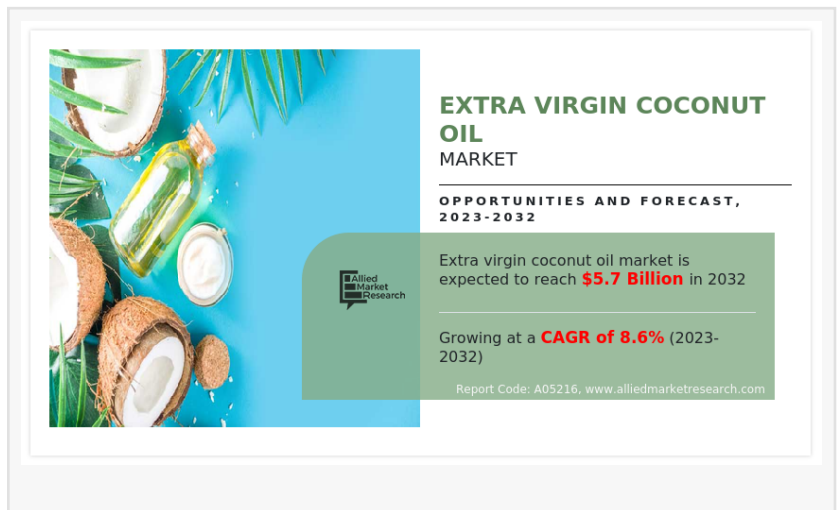


# Extra Virgin Coconut Oil Market Overview, future Trends, Growth, and Industry Forecast

*Rise in demand for organic and sustainable products drives the growth of the market. Consumers are increasingly seeking organic and sustainably sourced products*

WILMINGTON, DE, UNITED STATES, July 1, 2025 /EINPresswire.com/ -- [Extra virgin coconut oil market size](#) was valued at \$2,523.5 million in 2022 and is projected to reach \$5,731.8 million by 2032, registering a CAGR of 8.6% from 2023 to 2032.



The expansion of the extra virgin coconut oil market is driven by several key factors, most notably the growing global emphasis on health and wellness and the increasing consumer inclination toward natural and organic products. This trend has positioned extra virgin coconut oil as a popular superfood known for its numerous health benefits. As more consumers adopt health-conscious lifestyles, there has been a noticeable shift away from conventional cooking oils, further fueling demand for this premium oil.

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Additionally, the multifunctional nature of extra virgin coconut oil serving not only as a cooking ingredient but also as a key component in skincare and personal care products enhances its market attractiveness. Its long-standing cultural use in regions like Asia-Pacific also plays a crucial role in supporting market growth. The expanding popularity of Extra Virgin Coconut Oil (EVCO) in traditional medicine has significantly surged market demand.

Advancements in extraction technologies and product innovation, along with a growing commitment to environmentally friendly and sustainable production practices, are also propelling market development. Effective branding strategies that position extra virgin coconut oil as a high-end, quality product contribute to increased consumer interest. Furthermore, the expanding middle-class population, rising disposable incomes, and the shift toward healthier

eating habits in developing markets are adding momentum to this sector, reinforcing its strong potential for continued global growth.

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Extra Virgin Coconut Oil is a pristine, unrefined oil extracted from fresh coconut meat using a cold-press technique, ensuring the retention of its natural goodness. It is a premium, minimally processed oil, distinct for its unmistakable coconut flavor. With no chemical additives, EVCO maintains its purity, making it a sought-after choice in culinary, skincare, and haircare applications. Rich in natural antioxidants, vitamins, and medium-chain fatty acids, EVCO is celebrated for its potential health benefits, including heart health support and antimicrobial properties. This multifaceted oil has become synonymous with purity and is cherished by those seeking a blend of culinary excellence and holistic well-being.

The extra virgin coconut oil market forecast is segmented based on type, packaging, end use, and region. By type, the market is classified into organic and conventional. By packaging, the market is classified into metal cans, plastic bottles, and pouches. By end use, the market is classified into B2B and B2C. Region-wise, it is analyzed across North America (U.S., Canada, Mexico), Europe (UK, Germany, France, Italy, Spain, and Rest of Europe), Asia-Pacific (China, Japan, India, Australia, Indonesia, and Rest of Asia-Pacific), LAMEA.

Region-wise, Asia-Pacific held the highest market share in terms of revenue in 2022, accounting for one-third of the global extra virgin coconut oil market revenue. In addition, the Middle East and Africa region is also expected to witness the fastest CAGR of 11.1% from 2023 to 2032 and is likely to dominate the market during the forecast period.

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Leading Market Players: -

Nutiva Inc  
Forest Essentials  
MaxCare  
Barlean's Organic Oils, LLC  
Nature's Way Brands  
SPECTRUM ORGANIC PRODUCTS, LLC  
Celebes Coconut Corporation  
Universal Corporation  
Healthy Traditions  
Garden of Life

The report provides a detailed analysis of these key players in the global [extra virgin coconut oil](#)

[industry](#). These players have adopted different strategies such as new product launches, collaborations, expansion, joint ventures, agreements, and others to increase their market share and maintain dominant shares in different regions. The report is valuable in highlighting business performance, operating segments, product portfolio, and strategic moves of market players to showcase the competitive scenario.

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