

## Marktforschung zu Olivenöl Verkauf in West-Europa für 2015

<b>Olive Oil</b>	Market share value for olive oil vs. total FMCG (%)	Market share volume for olive oil vs. oil category in 2015 (%)	Olive oil price evolution between 2014 and 2015 (%)	Olive oil volume evolution between 2014 and 2015 (%)	Other oils volume evolution between 2014 and 2015 (%)	Olive oil market share volume evolution (pts)
Total Europe (7 countries)	0.8%	41.1	19.8	-8.6	-2.5	-1.5
Spain	2.80	63.5	27.2	-16.2	-6.8	-2.5
Greece	2.28	45.6	17.2	-18.0	-20.6	0.8
Italy	1.70	54.8	21.0	1.0	-2.7	0.9
France	0.44	25.2	8.4	-1.7	-3.5	0.4
Germany	0.14	15.3	8.4	-2.1	2.6	-0.6
Netherlands	0.39	34.0	4.3	-0.7	1.3	-0.4
United Kingdom	0.20	23.2	1.6	-4.7	-2.2	-0.5

Quelle: IRI