

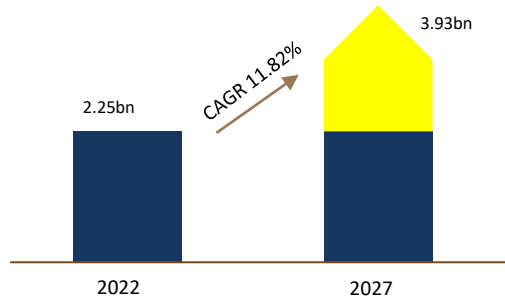


MARKET TRENDS IN
SRI LANKA: OILS & FATS



MARKET OVERVIEW & KEY TRENDS

Sri Lanka Oils & Fats Products Market (US\$)



+ IN-SCOPE

- Butter
- Margarine
- Edible oils
- Edible animal fats

- ▶ In oils and fats segment, volume is expected to amount to 79.2mkg by 2027 & is expected to show a volume growth of 1.0% in 2023.
- ▶ In relation to total population figures, per person revenues of US\$23.12 are generated in 2022, the average volume per person is expected to amount to 3.5kg in 2022.

PROSPECTS AND OPPORTUNITIES

FUTURE OF
FREE-FROM-FOOD



TOWARDS SUSTAINABILITY



LIMITS ON TRANS-FAT



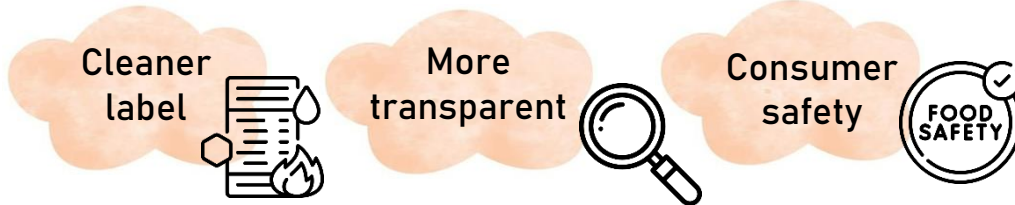
FUTURE OF FREE-FROM-FOOD



Sources: FMCG Gurus, 2022

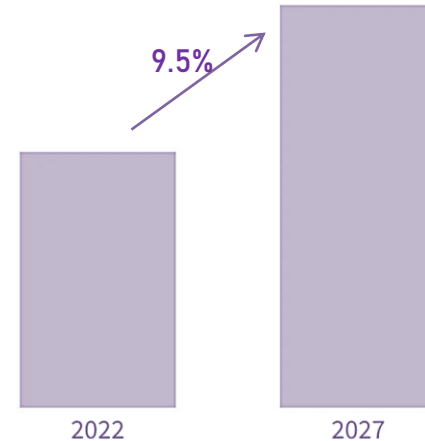
Health and wellness are becoming increasingly important to consumers which drive the growth of free-from claims on product labels shows in the Asia Pacific region.

Free-from claims?



Sources: Asia Pacific Food Industry, 2019

During the forecast period of 2022 to 2027, the global free-from-food market is projected to grow at a CAGR of 9.5%



Sources: Mordor Intelligence, 2021

FUTURE OF FREE-FROM-FOOD



Kotmale Unsalted Butter

- Rich, Creamy, and Wholesome Pasteurized Butter.
- With delicious and uplifting flavour, bursting with bountiful taste.
- It's the perfect mixture of various ingredients
- **No Added Flavours, Colours, and Preservatives.**
- Product of Sri Lanka



Rasaku Cooking Coconut Oil

- Heat stable for all type of cooking and baking.
- A refined 100% natural premium coconut cooking oil which has **no trans-fats, no added chemicals and additives.**
- Excellent for deep heat cooking, frying and baking enriched with Medium-Chain Fatty Acids (MCFAs) / Medium-chain triglycerides (MCTs) content similarly to virgin coconut oil.
- Product of Malaysia

Ingredients: 100% Natural Coconut Oil

FUTURE OF FREE-FROM-FOOD



BCC White Coconut oil

- **Pure** coconut oil with **natural coconut oil flavour** used as high-quality cooking oil made from quality hand-picked copra & manufactured under hygienic conditions
- Product of Sri Lanka



Zowatte Ayurveda Pure Cow Ghee

- Ghee is very high in Vitamin A and vitamin D content. It can be supportive for eye and bone health.
- Ghee helps the absorption of not only vitamins and minerals but also phytonutrients.
- Widely used in Ayurvedic medicine for its healing properties.
- Ghee aids in digestion, increases intelligence and memory, rejuvenates skin and balances the hormones.
- Product of Sri Lanka

Ingredients: 100% Sri Lankan Cow's Milk

FUTURE OF FREE-FROM-FOOD



Fortune Ceylon Organic Virgin Coconut Oil

- Organic Virgin Coconut Oil is a consumable product that has got the highest demand due to the ingredients and its organic aspects delivered through its coconut content.
- The best agricultural practices, management practices, the elimination of unfavorable ingredients, being **100% consisted of organic matter**, and the standardization of the manufacturers have made the organic virgin coconut oil the highest value in the market in recent times.
- Along with its never-holding physical aspects such as inherited coconut fragrance, delicious taste, antioxidant properties, medium-chain fatty acids (MCFA), vitamins, and cooking purposes, the organic virgin coconut oil has been a unique choice for a kitchen as well.
- Product of Sri Lanka

Ingredients: 100% Coconut Oil, Non-GMO, Vegan, No Hexagon, Non-Hydrogenated.

TOWARDS SUSTAINABILITY

The government of Sri Lanka has taken actions to reduce the harmful impacts of palm cultivation and improve sustainability in the palm oil industry.

In Sri Lanka, vegetable oil is a very profitable industry valued at USD164 million per year. Therefore, to ensure sustainability is fulfilled they must:

- Focus on green palm oil industry
- Justify allocation of lands
- Maintain ecological integrity
- Use disease-resistant plants
- Have proper waste management
- Reduce daily fuel or energy consumption (alternative energy sources)

Sources: *Thilakarathna et al, 2020*



QB2T: Which of the following do you consider to be the most important characteristics of 'sustainable' food ?

Sources: *MAPP Consumer Survey, 2020*

Sustainable oil palm central to success of Sri Lanka's plantation industry

Tuesday, 28 November 2017 00:00 □ - 2082



TOWARDS SUSTAINABILITY



Fortune Vegetable Oil

- Fortune cooking oil is a trending consumer product in the market for health-conscious consumers on the lookout for a premium quality cooking oil at more affordable price.
- In 2015, Fortune Cooking Oil was the number one edible oil brand in Sri Lanka according to the Lanka Market Research Bureau's Household Panel research.
- Product of Sri Lanka.



Renuka Virgin Coconut Oil

- An all-purpose healthy oil cold pressed and packed at origin, has a lovely tropical taste. Rich in fat soluble vitamins; has antiviral properties keeping fungus and yeast at bay; increases metabolism and is wonderful for bone health.
- 100% Organic; Cold Pressed; Unrefined; Unbleached, Non-GMO; Rich in Lauric Acid; Non-Hydrogenated.
- Product of Sri Lanka.

TOWARDS SUSTAINABILITY



YBARRA Pomace Olive Oil

- It is composed of refined olive oils and extra virgin olive oils.
- Olive oil is considered to be the queen of oils due to its health benefits, strong taste and aroma. Olive oil is a wonderful source involving omega-3 monounsaturated fatty acid and anti-oxidants.
- Product of Spain



Marina Cooking Oil

- Marina Cooking Oil is an Edible Vegetable Oil manufactured from physically refined Palm Olein which is derived from palm fruit.
- Marina Cooking Oil is an extremely stable, cost-effective deep-frying oil that lasts longer in your fryer, improving end-product yields.
- The high-quality Marina oil contains a rich natural source of the palm fruit, which is hygienically processed and packed under stringent international quality control standards to retain freshness and quality always.
- High temperature Stability; Saturated protected; Tasteless and odorless; Does not go through any chemical refining process; 100% Trans free process; 100% GMO free
- Product of Sri Lanka

TOWARDS SUSTAINABILITY



Brookfarm Macadamia Oil Premium Grade

- Natural, premium grade, first cold-pressed macadamia oil. Cholesterol free and the world's richest source of monounsaturates. The nutty, sweet aroma enhances natural food flavours. It is an essential ingredient for salad dressings stir-fries, baking and pan frying.
- This is a golden coloured gourmet oil with the nutty sweet taste of the Australian Macadamia nut. It can be used for salad dressings, marinades and as a table dipping oil. The oil has a high smoke point of 210C/410F and can be used for high temperature cooking such as stir fries, baking etc. It retains its unique flavour throughout cooking and will not burn.
- **Care for the environment** has been the backbone of Brookfarm's regenerative farming practices for the past 20 years. Soil health & biodiversity are at the forefront of the Brook family operation, the beauty is all there to see on their farm in the Byron Bay hinterland & the delicious products you see on the shelf before you.
- Biofertilizers; Biodiversity; Compost; Chemical Free; Ethical Practices; Biological Test Management; Low/No Tillage.
- **Ingredients:** Australian Macadamia Oil.

LIMITS ON TRANS-FAT

In Sri Lanka, it is compulsory to adopt mandatory **limits** that **restrict** the industrially-produced trans-fat (TFA) to **less than 2%** of total fat in oils, fats and foods together with full prohibition of partially hydrogenated oils (PHO) and fats.

SUGGESTION & RECOMMENDATION..

- In Sri Lanka, regulations on oils and fats must be linked with health guidelines where not only TFA but also saturated fat must be addressed.
- Standards must be more precise concerning to the quality of the fats.
- Trade and import policies must include bans on oils, fats and foods for TFA higher than 2% of total fat.



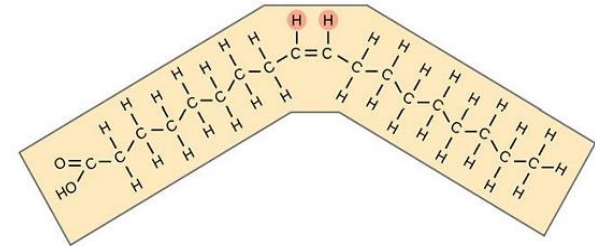
Source: WHO, 2018

What are Trans-Fatty Acid?

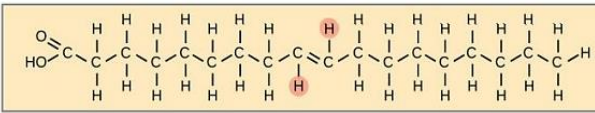
Two hydrogen atoms are on the opposite sides double bonds which straightened the shape and thus more rigid and solid.

Unsaturated fatty acids

Cis oleic acid



Trans oleic acid



Why reduce Trans-Fatty Acid?

Higher level intake of industrial trans-fat can cause mortality, and risks of coronary heart disease and death.

Sources: Lanerolle & De Lanerolle-Dias, 2020 & De Souza et al, 2015

LIMITS ON TRANS-FAT



Great Value Canola Oil Spray

- Great Value Canola Oil Non-Stick Cooking Spray is specially formulated to provide the ultimate no-stick cooking experience.
- This tasty, fat-free cooking spray is a great alternative to butter and margarine, as it prevents foods from sticking to pans and dishes.
- With zero trans-fat and calories per serving, this spray is a guilt-free solution to preparing eggs, pancakes, waffles, and grilled cheese sandwiches, as well as meats, fish, and vegetables. Experience the difference in your cooking with Great Value Canola Oil Non-Stick Cooking Spray.
- No artificial flavours or colours
- A great alternative to butter or margarine - 0 grams of trans fat per serving; 0 calories per serving.
- Product of USA.

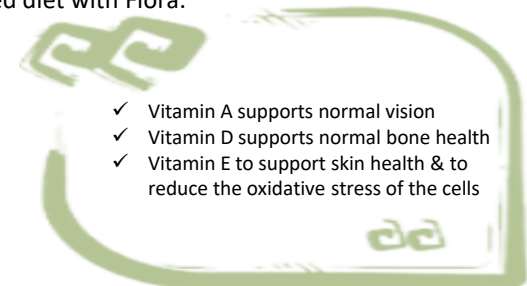
Ingredients: Canola Oil, Soy Lecithin, Dimethyl Silicone(For Anti-Foaming)

LIMITS ON TRANS-FAT



Flora Original Fat Spread

- Flora Fat spread is made with a unique blend of plant based oils, Flora ensures the delivery of good fat content. Seed oils (Sunflower and Canola oils) are rich in unsaturated fats which known as 'good fats'.
- Flora fat spreads is also virtually trans fat free and cholesterol free, with naturally occurring omega 3 & 6, and fortified with Vitamins A, D & E. One serving of Flora provides 33% of the recommended daily requirement of ***Vitamin A, D & E**.
- One serving of Flora provides you with ; 20% of Omega-3 and 35% of Omega-6 recommended daily requirement.
- Great buttery taste but with 60% less saturated fats and trans fats found in butter. Make a healthier choice and switch to a plant-based diet with Flora.
- Product of Sri Lanka



LIMITS ON TRANS-FAT



Astra Multipurpose Fat Spread

- Astra Multipurpose Fat Spread is made of a superior oil blend. It has more unsaturated fat and less saturated fat and is therefore a healthier source of energy for active growing kids.
- As good as butter for baking; Soft and moist texture; Ideal for all soft cakes (butter cake / sponge cake)
- Product of Sri Lanka

Ingredients: Palm Based Oils, Water, Salt, Milk Solids, Monoglyceride (INS 471), Soya Lecithin (INS 322), Rosemary Extract (INS 392), Potassium Sorbate (INS 202), ***Citric Acid (INS 330)**, Annatto Red (INS 160b), ***Vitamins (E, A, D)**, EDTA (INS 385), Nature Identical Butter Flavours.

“ Citric acid is applied to reduce pH value and increase the microbial shelf life of the product. ”

Source: Fruehwirth et al. 2021



To know more about the featured ingredients in this market trends report as well as how you can create better food products for your consumers, contact our Food & Beverage Intelligence (FBI) team.

Email: info@dpointernational.com

Web: www.dpointernational.com

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