

# Alternative Markets for Canola Oil Beyond the United States



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# Alternative Markets for Canola Oil Beyond the United States of America

Manitoba's canola industry plays a vital role in both the provincial and national agricultural economies. Canola is the province's top crop by farm cash receipts, generating over \$2.0 billion in 2024.<sup>1</sup> The province processes approximately half of its canola seed into oil and meal, while the remaining is exported, contributing significantly to Canada's position as a global leader in canola exports. As of 2025, Manitoba planted approximately 3.0 million acres of canola, accounting for 14.1 per cent of Canada's total canola acreage.<sup>2</sup>

Despite challenges such as international trade tensions and tariffs, Manitoba's canola sector remains resilient. This strength is underpinned by innovation in seed development, sustainable farming practices, and a strong value chain from farm to global markets. This report explores alternative markets by analyzing trade data and global demand for canola oil. Expanding into new markets will help reduce the province's exposure to market-specific disruptions and enhance long-term stability for the industry.

## Manitoba's Global Exports of Canola Oil

Manitoba's canola oil industry is a cornerstone of the province's agricultural exports, with a total of \$5.3 billion and 2.75 million tonnes of canola oil exported globally over the last five years, as shown in Table 1 and 2. The United States (U.S.) dominated both value and volume, accounting for nearly 89 per cent. While this dominant market has shown strong growth (CAGR of 15.5 per cent as shown in Table 1), it also presents a risk of overreliance on a single destination.

**Table 1. Manitoba's Canola Oil Exports by Country in Canadian Dollars**

Country or region	Total \$ 2020-2024	%	2020 \$	2021 \$	2022 \$	2023 \$	2024 \$	CAGR %
World	5,316,207,703	100.00	667,759,529	961,414,029	1,150,325,174	1,426,075,784	1,110,633,187	13.56
United States	4,720,191,678	88.79	586,723,966	780,347,848	962,419,760	1,346,512,684	1,044,187,420	15.50
Mexico	590,214,949	11.10	75,554,259	181,066,181	187,888,934	79,510,639	66,194,936	-3.25
France	193,040	0.00	-	-	-	-	193,040	
Trinidad and Tobago	57,791	0.00	-	-	-	-	57,791	
Vietnam	21,751	0.00	21,751	-	-	-	-	
South Korea	2,763,207	0.05	2,763,207	-	-	-	-	
Comoros	545,286	0.01	545,286	-	-	-	-	
Japan	2,095,469	0.04	2,095,469	-	-	-	-	
Guyana	52,461	0.00	-	-	-	52,461	-	
Spain	18,001	0.00	18,001	-	-	-	-	
Colombia	37,590	0.00	37,590	-	-	-	-	
China	16,480	0.00	-	-	16,480	-	-	

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The second-largest market, Mexico, represented 11.1 per cent of export value (\$590 million) and 10.9 per cent of volume (300,000 metric tons). However, its negative CAGR of -3.25 per cent signals a declining trend in demand as shown in Table 1. Other countries such as South Korea, Japan, France, Trinidad and Tobago, Spain, Colombia and China, each accounting for less than 0.1 per cent of total exports during the period 2020 to 2024, indicating minimal market diversification.

<sup>1</sup> Statistics Canada, June 2025

<sup>2</sup> Sector Profile at a Glance – Canola – July 2025

**Table 2. Manitoba's Canola Oil Exports by Country in Tonnes**

Country or region	Total tonnes 2020-2024	%	2020 tonnes	2021 tonnes	2022 tonnes	2023 tonnes	2024 tonnes	CAGR %
World	2,748,296	100.00	531,058	517,404	461,751	612,823	625,259	3.32
United States	2,442,050	88.86	463,579	425,233	388,062	579,381	585,795	4.79
Mexico	300,364	10.93	61,833	92,172	73,680	33,421	39,259	-8.68
France	185	0.01	-	-	-	-	185	-
Trinidad and Tobago	20	0.00	-	-	-	-	20	-
Vietnam	21	0.00	21	-	-	-	-	-
South Korea	2,996	0.11	2,996	-	-	-	-	-
Comoros	460	0.02	460	-	-	-	-	-
Japan	2,121	0.08	2,121	-	-	-	-	-
Guyana	21	0.00	-	-	-	21	-	-
Spain	23	0.00	23	-	-	-	-	-
Colombia	26	0.00	26	-	-	-	-	-
China	8	0.00	-	-	8	-	-	-

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During the first five months of 2025, Manitoba continued to export canola oil exclusively to the United States and Mexico. A shift in distribution between the two markets has become evident. Mexico accounted for 15.6 per cent of Manitoba's total canola oil exports during this period, up from the 11 per cent average observed between 2020 and 2024.

## Canada's Global Exports of Canola Oil

Nationally, Canada exported to the world \$28.5 billion in value and 16 million tonnes in volume of canola oil between 2020 and 2024, as shown in Table 3 and 4. The U.S. was the largest importer of Canadian canola oil, receiving \$23 billion (80.7 per cent) of the total, with a remarkable CAGR of 28.3 per cent. China and Mexico followed, with \$2.7 billion (9.5 per cent) and \$1.3 billion (4.7 per cent) respectively. China's imports declined sharply over the five-year period, with a CAGR of -63.0 per cent, reflecting geopolitical and trade policy shifts. The volume data supports the value trends, with the U.S. market growing steadily and China's share declining. Other notable markets included South Korea, Japan, and the Netherlands, though each accounted for less than three per cent of total exports and show negative CAGRs during the period 2020 to 2024.

During the first five months of 2025, Canada exported 1.4 million tonnes of canola oil, with the U.S. remaining the predominant market, accounting for 65 per cent of total export volume. There has been a significant shift in the distribution and destination of these exports. The U.S., which previously received 95 per cent of Canada's canola oil exports, saw its share decline to 64.5 per cent during this period, indicating a clear trend toward market diversification. Other notable destinations include China (8.7 per cent), Mexico (6.8 per cent), and South Korea (7.0 per cent). Additional markets such as Belgium (3.5 per cent), Peru (3.1 per cent), Malaysia (2.3 per cent), and Chile (1.0 per cent) have also emerged (Figure 1).

In summary, Manitoba demonstrated a strong export performance with a CAGR of 13.6 per cent in export value from 2020 to 2024, slightly higher than Canada's 12.1 per cent. Canada's export value to the U.S. grew at a significantly faster rate (28.3 per cent CAGR) compared to Manitoba's 15.5 per cent CAGR. This suggests that other provinces are expanding their share of U.S. exports more rapidly than Manitoba.

Both Manitoba and Canada are heavily reliant on the U.S. market, with over 88 per cent of Manitoba's and 80 per cent of Canada's export value directed to the U.S. Manitoba's export portfolio appears more concentrated, with very limited exports beyond North America. In contrast, Canada has a broader international reach, including significant exports to China, South Korea, and Japan.

**Table 3. Canada's Canola Oil Exports by Country in Canadian Dollars**

Country or region	Total \$ 2020-2024	%	2020 \$	2021 \$	2022 \$	2023 \$	2024 \$	CAGR %
World	28,495,623,313	100.00	3,785,671,527	5,315,661,583	6,323,971,066	7,096,099,558	5,974,219,579	12.08
United States	23,004,618,080	80.73	2,104,736,982	3,589,231,509	5,110,749,021	6,499,980,038	5,699,920,530	28.28
Mexico	1,332,962,663	4.68	135,174,156	313,316,455	435,977,769	283,880,161	164,614,122	5.05
South Korea	645,820,822	2.27	125,372,369	208,454,182	190,904,695	66,666,883	54,422,693	-18.83
China	2,705,319,846	9.49	1,105,762,786	1,000,555,051	370,680,556	207,533,425	20,788,028	-62.97
Netherlands	61,216,341	0.21	47,352,280	-	163,054	-	13,701,007	-26.66
Japan	135,815,628	0.48	41,264,074	21,347,192	47,464,336	17,340,421	8,399,605	-32.83
United Arab Emirates	20,716,519	0.07	1,653,033	5,740,772	6,527,135	3,214,728	3,580,851	21.32
Malaysia	28,674,039	0.10	25,988,115	130,506	296,651	-	2,258,767	-45.70
Colombia	29,118,813	0.10	3,468,636	7,116,498	13,975,953	2,935,752	1,621,974	-17.31
Kuwait	3,544,964	0.01	1,133,871	343,604	575,979	532,543	958,967	-4.10
New Zealand	7,128,266	0.03	1,232,165	2,415,852	1,322,571	1,515,866	641,812	-15.05
Saudi Arabia	3,417,200	0.01	-	866,649	1,486,413	458,149	605,989	-11.24

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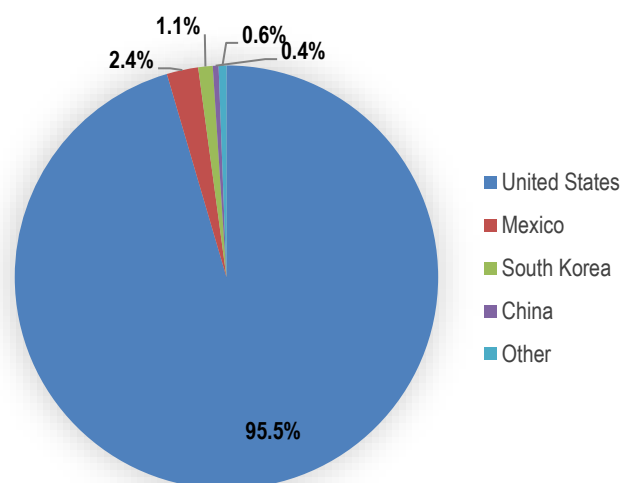
**Table 4. Canada's Canola Oil Exports by Country in Tonnes**

Country or region	Total tonnes 2020-2024	%	2020 tonnes	2021 tonnes	2022 tonnes	2023 tonnes	2024 tonnes	CAGR %
World	16,007,845	100.00	3,410,043	3,146,521	2,650,133	3,261,407	3,539,742	0.75
United States	12,097,849	75.57	1,755,114	1,935,489	2,066,424	2,961,823	3,378,999	14.00
Mexico	675,215	4.22	117,482	165,318	187,294	120,004	85,117	-6.24
South Korea	438,896	2.74	120,187	142,975	97,870	38,780	39,086	-20.12
China	2,205,525	13.78	1,108,075	773,622	186,332	121,967	15,529	-57.41
Netherlands	58,294	0.36	48,199	-	81	-	10,014	-26.97
Japan	86,404	0.54	37,877	11,689	22,890	8,777	5,170	-32.85
United Arab Emirates	11,797	0.07	939	4,760	3,046	1,373	1,678	12.30
Malaysia	32,226	0.20	30,869	106	107	-	1,144	-48.27
Colombia	16,673	0.10	2,309	4,243	7,961	1,464	698	-21.29
Kuwait	1,621	0.01	592	154	236	218	422	-6.56
New Zealand	3,515	0.02	702	1,128	642	751	294	-15.99
Saudi Arabia	1,441	0.01	-	337	654	187	264	-

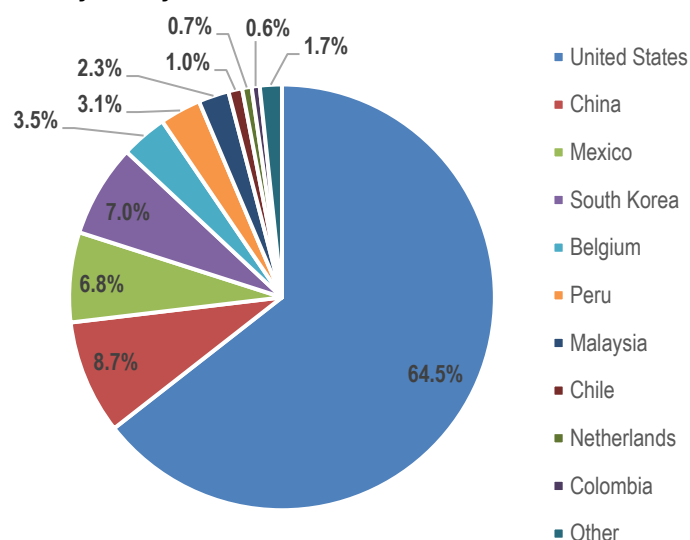
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**Figure 1. Canada's oil exports in volume - Market destination distribution in 2024 and January to May 2025.**

**January to December 2024**



**January to May 2025**



## Global Imports of Canola/Rapeseed Oil

Table 5 and 6 contain detailed data on global imports of canola/rapeseed oil by country, measured in both Canadian dollars and tonnes, over the five-year period from 2020 to 2024. These tables displayed the international demand for canola/rapeseed oil, highlighting key markets and trends.

As shown in Table 5, the total global value of canola oil imports from 2020 to 2024 reached approximately \$80.1 billion. During this period, the U.S. was the largest importer by value, accounting for nearly 29.4 per cent of the total, followed by China (16.9 per cent) and the Netherlands (10.0 per cent). The U.S. also recorded a particularly strong CAGR of 28.8 per cent, indicating growing demand. In 2024, The U.S. represented 34.3 per cent of the total global imports in value, marking an increase from the five-year average of 29.4 per cent as shown in Figure 1. Other countries with significant growth include Spain (55.0 per cent CAGR), Italy (38.0 per cent), and Israel (19.5 per cent), suggesting emerging or expanding markets.

**Table 5. World Imports of Canola Oil by Country in Canadian Dollars**

Country or region	Total \$ 2020-2024	%	2020 \$	2021 \$	2022 \$	2023 \$	2024 \$	CAGR %
World	80,152,329,625	100.00	10,381,084,039	15,618,263,469	18,650,410,103	19,008,784,015	16,493,787,999	12.27
United States	23,589,269,319	29.43	2,128,998,423	3,659,363,115	5,314,835,748	6,631,513,198	5,854,558,835	28.77
China	13,545,490,294	16.90	2,200,603,608	2,999,203,303	2,155,630,048	3,613,922,523	2,576,130,812	4.02
Netherlands	8,014,581,898	10.00	1,162,886,983	1,634,519,220	1,925,798,292	1,621,706,024	1,669,671,379	9.46
Belgium	4,507,963,080	5.62	581,295,786	975,847,249	1,226,034,851	961,050,801	763,734,393	7.06
Norway	4,012,654,832	5.01	672,439,640	996,453,922	969,299,204	692,791,182	681,670,884	0.34
Germany	3,167,291,737	3.95	380,231,240	497,647,833	911,289,641	781,177,530	596,945,493	11.94
Mexico	2,065,525,139	2.58	203,615,217	461,357,462	574,718,327	432,841,537	392,992,596	17.87
Sweden	1,592,917,778	1.99	253,454,534	373,878,775	320,612,798	324,336,610	320,635,061	6.05
United Kingdom	1,081,811,112	1.35	185,532,773	110,046,176	206,868,056	272,126,175	307,237,932	13.44
Austria	1,206,979,715	1.51	172,863,779	242,021,368	252,162,946	251,087,054	288,844,568	13.69
Others	17,367,844,721	21.10	2,439,162,056	3,667,925,046	4,793,160,192	3,426,231,381	3,041,366,046	-

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**Figure 2. Percentage of Distribution in Value of Global Canola Oil Imports by Country in 2024.**

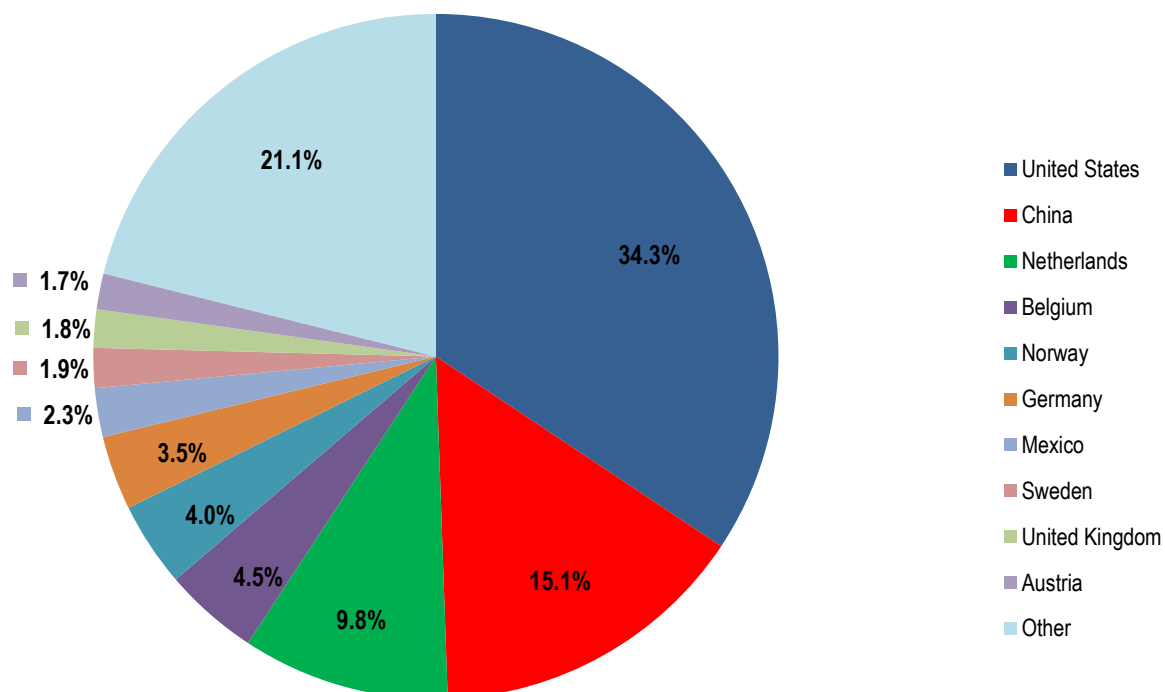


Figure 2 illustrates the percentage of distribution of global canola oil imports by country in 2024. The U.S. dominated the market, accounting for 34.3 per cent of global imports, followed by China at 15.1 per cent, highlighting their significant demand. Together, these two countries represented 50 per cent of the total global imports in value of canola oil in 2024, underscoring the market's high concentration. As a region, the European Union (EU) countries accounted for 25 per cent of global import value. Smaller but notable importers included Mexico (2.3 per cent), and the United Kingdom (1.8 per cent).

Table 6 complements the monetary data by presenting total canola oil imports in tonnes. Over the past five years, global imports exceeded 46.8 million tonnes. The top five importing countries accounted for more than 68 per cent of total volume. The U.S. led with over 12.3 million tonnes imported, followed by China with 9.4 million tonnes and the Netherlands with 5.0 million tonnes.

The data also highlights regional trends. European countries such as the Netherlands, Belgium, and Germany are consistent importers, reflecting the region's reliance on canola/rapeseed oil for food and industrial uses. The use and labeling of canola oil are subject to strict regulations. Labels must clearly state either "rapeseed oil" or "canola oil", and indicate its country of origin, such as "Produced in Canada". European regulations also prohibit added flavourings, colourings, or preservatives, and require the oil to be cold-pressed to ensure quality and safety. Additionally, canola oil must meet strict pesticide residue limits. The EU also enforces strict regulations on GMOs, limiting Canadian exports of canola oil to the EU. Exports of canola oil to the EU were recorded only in 2020, 2022 and 2024 when the Netherlands and Germany imported together over 60, of Canadian canola oil.

Asian markets like China, South Korea, and Malaysia showed strong demand during 2020 to 2024, with China standing out as a major player in both import value and volume. Notably, access to the Chinese market has become increasingly difficult since 2022. Emerging markets such as Israel, Latvia, and Ireland show rapid growth, suggesting increasing adoption or substitution of canola oil in their domestic markets.



**Table 6. World Imports of Canola Oil by Country in Tonnes**

Country or region	Total tonnes 2020-2024	%	2020 tonnes	2021 tonnes	2022 tonnes	2023 tonnes	2024 tonnes	CAGR %
World	46,802,008	100.00	8,458,882	9,474,788	8,089,683	10,431,396	10,347,259	4.11
United States	12,320,597	26.32	1,767,132	1,968,064	2,138,358	3,004,292	3,442,750	14.27
China	9,386,209	20.06	1,932,098	2,153,019	1,061,029	2,359,046	1,881,016	-0.53
Netherlands	5,013,805	10.71	958,525	999,080	885,466	1,054,490	1,116,245	3.09
Belgium	2,807,170	6.00	453,920	615,559	558,312	641,779	537,601	3.44
Norway	2,542,647	5.43	547,528	625,796	442,625	454,696	472,002	-2.92
Germany	1,764,097	3.77	265,488	279,533	397,091	455,494	366,492	6.66
Mexico	1,007,323	2.15	170,130	250,123	175,800	184,705	226,566	5.90
Sweden	967,412	2.07	190,370	218,900	163,411	190,982	203,749	1.37
Austria	732,279	1.56	136,047	155,140	113,111	137,396	190,586	6.97
United Kingdom	616,321	1.32	146,049	66,336	81,735	139,972	182,229	4.53
Others	9,644,148	20.61	1,891,595	2,143,238	2,072,745	1,808,544	1,728,023	-

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## Key Findings

The global canola oil market is relatively concentrated, with a few dominant players including the U.S., China, and the Netherlands, accounting for the bulk of international trade. While the U.S. remains the leading export destination for both Canada and Manitoba, recent trends point to emerging opportunities in other markets. In the first five months of 2025, Canada's export patterns reflect growing diversification, with increased shipments to Mexico, South Korea, and Malaysia, as well as entry into emerging Latin American markets such as Peru and Chile.

Mexico stands out as a promising alternative, currently ranking as the second-largest importer of Manitoba's canola oil. With a global CAGR of 18 per cent, it offers strong potential for continued expansion. South Korea, despite a recent decline in Canadian exports, remains a major global importer. Manitoba's limited presence in this market suggests untapped potential for growth.

## References

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Canola Council of Canada ([www.canolacouncil.org](http://www.canolacouncil.org))

Manitoba Canola Growers ([www.canolagrowers.com](http://www.canolagrowers.com))

Statistics Canada ([www150.statcan.gc.ca](http://www150.statcan.gc.ca))

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