

HIGH OLEIC SUNFLOWER OIL:

Delivering on Health, Taste & Consumer Demand for Clean Ingredients



New Canadian research conducted by the National Sunflower Association in April 2026 shows strong consumer interest in products made with high oleic sunflower oil, especially among younger consumers seeking non-GMO, plant-based and health-forward ingredients.¹

Why is high oleic sunflower oil a good choice for food manufacturing?

It aligns with consumer demand for healthier, cleaner and more functional ingredients.

FOCUS ON HEALTH & WELLNESS

Canadian interest in sunflower oil is growing, especially as consumers become more health conscious.²

Two-thirds of Canadians (67%) say high oleic sunflower oil is a healthy oil, and 63% say they would be interested in buying products made with it.¹

PREFERENCES OF YOUNGER CONSUMERS

Younger Canadians show particularly strong interest in products made with high oleic sunflower oil, reflecting broader demand for products that support nutrition, wellness and personal lifestyle goals.³

73% of Canadians aged 18–34 are interested in purchasing products made with high oleic sunflower oil.¹

IMPORTANCE OF INGREDIENT TRANSPARENCY

Today's consumers are paying closer attention to ingredient composition and nutritional attributes when evaluating food products. Canadians are willing to pay a premium for products featuring certified organic and non-GMO ingredients.⁴

Nearly half of Canadians (47%) are more likely to purchase products made with high oleic sunflower oil when they learn it is non-GMO, while 58% say learning it is high in monounsaturated fats increases perceived healthfulness.¹





"Today's consumers are paying closer attention to the ingredients in the products they buy. Our new research shows that plant-based, non-GMO and health-forward attributes are increasingly influencing purchase decisions, particularly among younger Canadians, creating new opportunities for food manufacturers."

John Sandbakken,
Executive Director,
National Sunflower Association



Key Attributes of High Oleic Sunflower Oil:

- ✓ Non-GMO
- ✓ Kosher and Halal Certified
- ✓ Extended shelf life
- ✓ Neutral flavour
- ✓ Blends well with other oils & solid fats
- ✓ Supports low/reduced allergen claims

As Canadian consumers continue prioritizing health, clean ingredients and nutritional attributes, high oleic sunflower oil offers food manufacturers a versatile ingredient solution aligned with evolving market expectations.

For more information on why high oleic sunflower oil is the right choice for food manufacturing:

CHECK OUT OUR WHITEPAPER

OR

CONTACT A SUPPLIER

at sunflowerNSA.com/canada



1. Survey of 1,533 randomly selected Canadian adults (online panelists) conducted on behalf of the National Sunflower Association on April 24, 2026, by [The Harris Poll Canada](#)
2. Mordor Intelligence, www.mordorintelligence.com/industry-reports/sunflower-oil-industry
3. Ingredient, www.ingredient.com/na/en-us/be-whats-next/consumer-preference-clean-labels-healthier-choices
4. Indexbox, www.indexbox.io/store/canada-healthy-snacks-market-analysis-forecast-size-trends-and-insights