

ARGAN OIL



- **Argan oil is a type of oil that is extracted from the kernels of the argan tree, which is native to Morocco. It is also known as Moroccan oil or liquid gold, due to its many benefits and uses.**
- **High in vitamin E, antioxidants, and essential fatty acids, which make it great for nourishing and moisturizing the skin, hair, and nails. It is often used as a beauty treatment.**
- **Also used in culinary applications. It has a nutty flavor and is used as a condiment or ingredient in dishes like salads, couscous, and grilled meats.**
- **Argan oil production is also an important part of the economy in Morocco, where it is primarily produced. The process of extracting the oil involves hand-cracking the nuts, which is a labour-intensive process that has traditionally been done by women's cooperatives in the region.**

Market scope

- **The global Argan oil market size was valued at USD 223.7 million in 2020 and is expected to reach USD 406.7 million by 2028, growing at a CAGR of 7.8% during the forecast period.**
- **The rising awareness about the benefits of using natural and organic products, coupled with the increasing disposable income of consumers, has led to a surge in demand for Argan oil-based cosmetics and personal care products. The oil's anti-aging, moisturizing, and nourishing properties make it a popular ingredient in skincare and haircare products, especially in the premium and luxury segments.**
- **In addition to its use in cosmetics and personal care products, Argan oil is also used in the food industry, particularly in the gourmet and high-end food markets.**

Market scope

- a) ZineGlob Ltd
- b) OLVEA Morocco
- c) Argan Oils
- d) Melvita
- e) The Body Shop

Commercial production

Commercial production of Argan oil primarily takes place in Morocco, where the Argan tree is native. The Argan tree is well adapted to the semi-arid climate of Morocco and is grown mainly in the southwestern region of the country, particularly in the Sous Valley and the High Atlas Mountains.

1. The first step is to collect the Argan fruit, which resembles a small, yellow-green olive. The fruit is then dried in the sun before the pulp is removed to reveal the Argan nut, which is enclosed in a hard shell.

2. The Argan nuts are then hand-cracked using stones to extract the kernels, which are then roasted to bring out their nutty flavor. The roasted kernels are then ground into a paste using a stone mill, and the paste is then kneaded by hand to extract the oil.

3. The oil that is extracted is a golden-yellow color and has a distinctive nutty aroma. The oil can be further processed to produce cosmetic Argan oil or culinary Argan oil, depending on its intended use.