



Euromonitor
International

Edible Oils in Austria

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Edible Oils in Austria - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Local products growing in popularity

INDUSTRY PERFORMANCE

Growing interest in sustainable, regional edible oils

Strong performance from soy oil

WHAT'S NEXT?

Continuing demand for edible oils

Health and wellness to exert a growing influence

Growing interest in sustainability

COMPETITIVE LANDSCAPE

VFI holds the lead

VOG sees strong performance

CHANNELS

Supermarkets remains dominant

Retail e-commerce sees significant expansion

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EXECUTIVE SUMMARY

Increased raw material costs boost value, while consumers look for convenience

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Convenience the key factor in shaping demand

Strong focus on health and wellness

Sustainability a requirement

WHAT'S NEXT?

Ongoing demand for convenience

Health and sustainability

Continued strength of supermarkets

COMPETITIVE LANDSCAPE

Unilever's strength founded on well-established brands

Significant role for private label

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