



**Euromonitor
International**

Edible Oils in Serbia

November 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Price-sensitivity supports growth for private label

INDUSTRY PERFORMANCE

Price increases and government policies drive growth in edible oils

Sunflower oil prices surge, while olive oil gains ground thanks to its health benefits

WHAT'S NEXT?

Modest growth amid ongoing price sensitivity

Olive oil will benefit from positive health perception

Serbian government will continue to regulate edible oils and improve labelling standards

COMPETITIVE LANDSCAPE

Dijamant continues to lead sales

Price sensitivity drives continued shift towards private label edible oils

CHANNELS

Small local grocers continue to share

E-commerce experiences rapid growth

CATEGORY DATA

Table 1 - Sales of Edible Oils by Category: Volume 2020-2025

Table 2 - Sales of Edible Oils by Category: Value 2020-2025

Table 3 - Sales of Edible Oils by Category: % Volume Growth 2020-2025

Table 4 - Sales of Edible Oils by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Edible Oils: % Value 2021-2025

Table 6 - LBN Brand Shares of Edible Oils: % Value 2022-2025

Table 7 - Distribution of Edible Oils by Format: % Value 2020-2025

Table 8 - Forecast Sales of Edible Oils by Category: Volume 2025-2030

Table 9 - Forecast Sales of Edible Oils by Category: Value 2025-2030

Table 10 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

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Cooking Ingredients and Meals in Serbia - Industry Overview

EXECUTIVE SUMMARY

Busy lifestyles boosting demand for convenient options but price sensitivity remains high

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Increasingly busy lifestyles drive sales

Consumers remain price sensitive

Shift towards natural, health-focused, and plant-based products

WHAT'S NEXT?

Government caps likely to ease food prices

Price sensitivity will continue to shape consumer behaviour

Health and wellness trend will gain traction

COMPETITIVE LANDSCAPE

Polimark continues to lead sales
Carapelli sees strongest growth
Private label gains traction

CHANNELS

Small local grocers face pressure from modern retail
E-commerce emerges as fastest growing channel
Discounters grow through quality positioning

MARKET DATA

Table 12 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025
Table 13 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025
Table 14 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025
Table 15 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025
Table 16 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025
Table 17 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025
Table 18 - Penetration of Private Label by Category: % Value 2020-2025
Table 19 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025
Table 20 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030
Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030
Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030
Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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