Euromonitor International

Cooking Ingredients and Meals in Serbia

November 2025

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Cooking Ingredients and Meals in Serbia

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

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Price-sensitivity supports growth for private label

INDUSTRY PERFORMANCE

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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

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INDUSTRY PERFORMANCE

Convenience trend boosts sales
Frozen ready meals leads growth

WHAT'S NEXT?

Growth will be supported by rising demand for convenience
Price will remain a key driving factor
Consumers will seek to make healthier choices

COMPETITIVE LANDSCAPE

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2025 DEVELOPMENTS

Sales benefit from urbanisation, attracting growing number of busy consumers

INDUSTRY PERFORMANCE

Urbanisation drives growth but consumers remain price sensitive
Tomato pastes and purées leads growth

WHAT'S NEXT?

Market will see continue growth, supported by convenience and culinary exploration
Limited innovation in terms of "better-for-you" offerings
Price sensitivity will remain high

COMPETITIVE LANDSCAPE

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KEY DATA FINDINGS

2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

Busier lifestyles and established consumption patterns drive growth
Nut and seed based spreads benefits from growing demand for healthier options

WHAT'S NEXT?

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Rising demand for health-focused alternatives
Growing demand for smaller pack sizes

COMPETITIVE LANDSCAPE

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