

# Edible Oils in Eastern Europe

January 2022

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Modest growth rates expected in the coming years for edible oils

Ukraine becomes the second largest market in 2021

Russian olive oil and Ukrainian sunflower oil drive value growth

Sunflower oil continues to dominate sales in Eastern Europe

Price rises drive value growth in 2021, with volume sales declining

Modern grocery retailers dominate sales of edible oils

E-commerce makes major gains, but remains a minor sales channel

## LEADING COMPANIES AND BRANDS

Private label holds the biggest share in Eastern European edible oils

Rusagro records strong growth over the 2016-2021 period

Russia the major revenue generator for most of the top 10 players

Zolotaya Semechka remains just ahead of Oleina in 2021

## FORECAST PROJECTIONS

As unit price rises slow so too will value growth rates

Organic olive oil will be the most dynamic product area in 2021-2026

Modest annual growth rates expected in Eastern Europe

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Bosnia and Herzegovina: Competitive and Retail Landscape

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