



**Euromonitor
International**

Edible Oils in Hungary

November 2025

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Edible Oils in Hungary - Category analysis

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2025 DEVELOPMENTS

Price pressures ease but cost concerns persist

INDUSTRY PERFORMANCE

Value sales rise as sunflower oil remains dominant and healthier choices expand

Sunflower and olive oil drive category performance

WHAT'S NEXT?

Steady growth led by health and functional innovation

Health and wellness: Functionality, naturalness and moderation

Technology and sustainability improve efficiency and trust

COMPETITIVE LANDSCAPE

Private label consolidates share as brands pursue innovation

Fortenova Magyarország emerges as the most dynamic player

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Health, convenience and premiumisation shape demand

Changing lifestyles and hybrid cooking culture

WHAT'S NEXT?

Health-focused reformulation and functional innovation

Younger consumers drive global flavour and digital experimentation

Retail technology reshapes access and personalisation

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