



Edible Oils in Romania

November 2025

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Edible Oils in Romania - Category analysis

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2025 DEVELOPMENTS

Government price controls continue to shape growth

INDUSTRY PERFORMANCE

Sunflower oil continues to define the overall market

Smaller oil types gain ground among health-conscious consumers

WHAT'S NEXT?

Sunflower oil to remain the benchmark, with price a key determinant

Health, experimentation, and niche oils to drive diversification

Premiumisation and innovation to support long-term growth

COMPETITIVE LANDSCAPE

Bunge Romania and Expur lead through strong local brands and innovation

Smaller and international players bring dynamism and diversity

CHANNELS

Modern retailing consolidates leadership through pricing and accessibility

E-commerce gains traction as manufacturers adapt to digital retailing

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Cooking Ingredients and Meals in Romania - Industry Overview

EXECUTIVE SUMMARY

Higher energy costs boost prices but sunflower oil benefited from price regulations

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Edible oils drive overall market performance

Traditional products remain essential in the household basket

WHAT'S NEXT?

Growth to continue amid lingering inflationary pressures

Cautious consumer behaviour and local production to shape the outlook

Modern grocery retailing to consolidate its position

COMPETITIVE LANDSCAPE

Private label leads thanks to strong presence in edible oils
Small players inject dynamism through innovation and visibility

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