Cooking Ingredients and Meals in Portugal

November 2025

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EXECUTIVE SUMMARY

Widening product range in many areas supports growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Convenience remains a key driver as consumers seek time-saving solutions
Growing demand for affordable, traditional meal options
Health and naturalness continue to shape consumer preferences
Price sensitivity influences purchasing behaviour

WHAT'S NEXT?

Steady forecast growth with stronger focus on affordability and value
Convenience and meal solutions to lead category development
Sustainability and innovation to remain central themes

COMPETITIVE LANDSCAPE

Sonae maintains category leadership through private label strength
Unilever sustains a strong branded portfolio and marketing investment
Nueva Pescanova emerges as the most dynamic player
Private label gains visibility and trust

CHANNELS

Supermarkets remain dominant, supported by expansion and promotions
E-commerce drives dynamism through convenience and alignment with in-store offers
Foodservice supported by tourism but constrained by price sensitivity

MARKET DATA

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SOURCES

Summary 1 - Research Sources

Edible Oils in Portugal

KEY DATA FINDINGS

2025 DEVELOPMENTS

Price fluctuations have swift impact on olive oil demand

INDUSTRY PERFORMANCE

Olive oil remains essential but subject to price volatility

Rapeseed oil drives performance among vegetable and seed oils

WHAT'S NEXT?

Category growth expected to continue, supported by stable supply and lower prices

Health, quality, and changing cooking habits will influence consumption

Sustainability and innovation to remain central to category development

COMPETITIVE LANDSCAPE

Sovena SA maintains leadership through innovation and sustainability

Celeiro Dieta emerges as a dynamic niche player focused on health and well-being

CHANNELS

Supermarkets remain the preferred shopping destination for edible oils

E-commerce continues to grow on the back of convenience and price awareness

CATEGORY DATA

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Meals and Soups in Portugal

KEY DATA FINDINGS

2025 DEVELOPMENTS

Retailers drive growth by expanding range of ready meals

INDUSTRY PERFORMANCE

Ready meals gain momentum as consumers seek quick and affordable options

Private label brands strengthen their position through quality and variety

WHAT'S NEXT?

Category expected to continue growing as convenience remains a key driver

Health-conscious innovation shapes new product development

Sustainability and cultural adaptation gain importance

COMPETITIVE LANDSCAPE

Sonae consolidates leadership through its Continente brand

Lidl stands out as the most dynamic player in 2025

CHANNELS

Supermarkets remain the leading channel for meals and soups

E-commerce and frozen meals continue to gain traction

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