



# Edible Oils in Austria

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## Edible Oils in Austria - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Local products growing in popularity

#### INDUSTRY PERFORMANCE

Growing interest in sustainable, regional edible oils

Strong performance from soy oil

#### WHAT'S NEXT?

Continuing demand for edible oils

Health and wellness to exert a growing influence

Growing interest in sustainability

#### COMPETITIVE LANDSCAPE

VFI holds the lead

VOG sees strong performance

#### CHANNELS

Supermarkets remains dominant

Retail e-commerce sees significant expansion

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### EXECUTIVE SUMMARY

Increased raw material costs boost value, while consumers look for convenience

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Convenience the key factor in shaping demand

Strong focus on health and wellness

Sustainability a requirement

#### WHAT'S NEXT?

Ongoing demand for convenience

Health and sustainability

Continued strength of supermarkets

## COMPETITIVE LANDSCAPE

Unilever's strength founded on well-established brands

Significant role for private label

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