



# Edible Oils in Spain

November 2025

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## Edible Oils in Spain - Category analysis

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#### 2025 DEVELOPMENTS

Sunflower oil shines thanks to affordable prices

#### INDUSTRY PERFORMANCE

Falling olive oil prices drive volume recovery but reduce value sales

Sunflower oil maintains momentum as affordable cooking staple

#### WHAT'S NEXT?

Stabilising prices and new regulations support long-term market balance

Health-driven innovation set to enhance value proposition of olive oil

New regulation should strengthen transparency and quality standards in vegetable oils

#### COMPETITIVE LANDSCAPE

Mercadona and Deleó maintain overall leadership in 2025

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Supermarkets continues to dominate, benefiting from convenience

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## Cooking Ingredients and Meals in Spain - Industry Overview

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Consumers seeking convenience and quality

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Convenience and changing lifestyles fuel growth in ready meals and soups

Health-conscious innovation and natural ingredients shape product development

Tourism and global influences boost demand for international flavours

#### WHAT'S NEXT?

Convenience, health and stable prices underpin positive outlook for cooking ingredients and meals in Spain

Evolving lifestyles and affordability to sustain demand for ready meals

Health awareness and regulatory changes will drive innovation and trust

## COMPETITIVE LANDSCAPE

Mercadona leads as Deoleo invests in innovation and sustainability

HelloFresh and Andro enjoy rapid expansion in 2025

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