



**Euromonitor
International**

Edible Oils in Romania

November 2025

Table of Contents

Edible Oils in Romania - Category analysis

KEY DATA FINDINGS

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

CATEGORY DATA

Table 1 - Sales of Edible Oils by Category: Volume 2020-2025

Table 2 - Sales of Edible Oils by Category: Value 2020-2025

Table 3 - Sales of Edible Oils by Category: % Volume Growth 2020-2025

Table 4 - Sales of Edible Oils by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Edible Oils: % Value 2021-2025

Table 6 - LBN Brand Shares of Edible Oils: % Value 2022-2025

Table 7 - Distribution of Edible Oils by Format: % Value 2020-2025

Table 8 - Forecast Sales of Edible Oils by Category: Volume 2025-2030

Table 9 - Forecast Sales of Edible Oils by Category: Value 2025-2030

Table 10 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

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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

CHANNELS

Modern grocery retailing remains dominant amid price sensitivity
Convenience and local grocers maintain relevance for everyday shopping
E-commerce and foodservice show steady development

MARKET DATA

Table 12 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025
Table 13 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025
Table 14 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025
Table 15 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025
Table 16 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025
Table 17 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025
Table 18 - Penetration of Private Label by Category: % Value 2020-2025
Table 19 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025
Table 20 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030
Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030
Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030
Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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