



# Edible Oils in Uruguay

November 2025

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## Edible Oils in Uruguay - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Current value sales rebound strongly amidst elevated pricing pressures

#### INDUSTRY PERFORMANCE

Demand for soy oil slows as prices increase and alternatives gain popularity

Olive oil posts the fastest growth in retail volume and current value sales

#### WHAT'S NEXT?

Overall demand expected to remain solid

Rising health-consciousness will continue to boost olive oil consumption

Limited scope for innovation in edible oils

#### COMPETITIVE LANDSCAPE

COUSA maintains impressive overall lead

Leopoldo Gross & Asoc SA is the most dynamic performer

#### CHANNELS

Distribution still heavily concentrated in supermarkets

Value share of small local grocers continues to increase

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## Cooking Ingredients and Meals in Uruguay - Industry Overview

### EXECUTIVE SUMMARY

Upward pressure on unit prices boosts current value sales growth

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Cross-border shopping trips to Argentina become less economical

Consumer choices increasingly shaped by health concerns

Private label products continue to gain popularity

#### WHAT'S NEXT?

Outlook for cooking ingredients and meals remains bright

Frozen ready meals and chili sauces expected to be the most dynamic categories

Consumption of dried ready meals and packaged soup set to continue declining

## COMPETITIVE LANDSCAPE

Cía Oleaginosa Uruguay SA (COUSA) maintains overall lead  
Los Ranchos Srl is the most dynamic company in value growth terms

## CHANNELS

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Penetration of e-commerce continues to rise

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