



# Edible Oils in Sweden

November 2025

Table of Contents

## Edible Oils in Sweden - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Price normalisation shapes the edible oils category

#### INDUSTRY PERFORMANCE

Home cooking and convenience drive innovation

Olive oil maintains its strong health and quality image

#### WHAT'S NEXT?

Health, flavour, and functionality to guide category development

Wellness trends strengthen focus on natural and fortified options

Sustainability and packaging innovation gain momentum

#### COMPETITIVE LANDSCAPE

Di Luca & Di Luca leads with quality and provenance

Fontana Food outperforms through user-friendly innovation

#### CHANNELS

Supermarkets remain the mainstay of distribution

Warehouse clubs introduce new purchasing formats

#### 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

#### COUNTRY REPORTS DISCLAIMER

## Cooking Ingredients and Meals in Sweden - Industry Overview

### EXECUTIVE SUMMARY

Convenience and health trends sustain growth amid maturity

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Product innovation redefines ready meals and cooking solutions

Demand for affordable comfort boosts private label growth

Local sourcing and sustainability shape brand identity

#### WHAT'S NEXT?

Convenience and health will remain leading growth drivers

Domestic origin, quality, and ethics to influence competition

Retail and e-commerce to enhance accessibility and variety

## COMPETITIVE LANDSCAPE

Orkla maintains leadership through innovation and local trust  
Vidinge Grönt strengthens its position through fresh innovation

## CHANNELS

Supermarkets remain the cornerstone of distribution  
Warehouse clubs bring novelty and competitive pricing

## 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

## COUNTRY REPORTS DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/edible-oils-in-sweden/report](http://www.euromonitor.com/edible-oils-in-sweden/report).