



Euromonitor
International

Edible Oils in Serbia

November 2025

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2025 DEVELOPMENTS

Price-sensitivity supports growth for private label

INDUSTRY PERFORMANCE

Price increases and government policies drive growth in edible oils

Sunflower oil prices surge, while olive oil gains ground thanks to its health benefits

WHAT'S NEXT?

Modest growth amid ongoing price sensitivity

Olive oil will benefit from positive health perception

Serbian government will continue to regulate edible oils and improve labelling standards

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Dijamant continues to lead sales

Price sensitivity drives continued shift towards private label edible oils

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Small local grocers continue to share

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Cooking Ingredients and Meals in Serbia - Industry Overview

EXECUTIVE SUMMARY

Busy lifestyles boosting demand for convenient options but price sensitivity remains high

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Increasingly busy lifestyles drive sales

Consumers remain price sensitive

Shift towards natural, health-focused, and plant-based products

WHAT'S NEXT?

Government caps likely to ease food prices

Price sensitivity will continue to shape consumer behaviour

Health and wellness trend will gain traction

COMPETITIVE LANDSCAPE

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