



**Euromonitor
International**

Edible Oils in Bosnia and Herzegovina

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Edible Oils in Bosnia and Herzegovina - Category analysis

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2025 DEVELOPMENTS

Market is shaped by inflation and rising costs

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Affordable sunflower oil leads and benefits from price caps in 2025

Premium other edible oils continue to occupy niche positions

WHAT'S NEXT?

Cost-of-living pressures will encourage consumers to trade down

Innovation efforts constrained by price pressures

Price locking shape consumers' purchasing habits

COMPETITIVE LANDSCAPE

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Price caps to help consumers with rising prices

Better-for-you options increasingly available

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Shift to economy products and private label as prices continue to rise

Media focus on the importance of local food supply

Convenience and health trends to maintain momentum

COMPETITIVE LANDSCAPE

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