



**Euromonitor
International**

Cooking Ingredients and Meals in Bosnia and Herzegovina

November 2025

Cooking Ingredients and Meals in Bosnia and Herzegovina

EXECUTIVE SUMMARY

Rising demand for budget options amid high inflation

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Price caps to help consumers with rising prices

Better-for-you options increasingly available

WHAT'S NEXT?

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

Podravka leads with its popular brands and innovation

Investor benefits from rising demand for healthier and convenient products

CHANNELS

Modern retailers increasingly preferred for their convenience and prices

E-commerce sees robust growth, but sales remain relatively low

MARKET DATA

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SOURCES

Summary 1 - Research Sources

[Edible Oils in Bosnia and Herzegovina](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Market is shaped by inflation and rising costs

INDUSTRY PERFORMANCE

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

Bunge leads with its trusted Floriol brand
Italian Oleificio Salvadori benefits from its broad portfolio

CHANNELS

Consumers value the convenience and familiarity of small local grocers
Dynamic e-commerce, albeit from a low base

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[Meals and Soups in Bosnia and Herzegovina](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Impact of rising prices and maturity

INDUSTRY PERFORMANCE

Maturity of dry soup impacts growth
Prepared salads benefit from their healthier positioning

WHAT'S NEXT?

Rising demand for convenient meal solutions
Natural ingredients will be increasingly important
Consumer focus on essential products

COMPETITIVE LANDSCAPE

Podravka's products appeal to a broad consumer base
Popularity of prepared salads drives strong growth of Investor in 2025

CHANNELS

Supermarkets offer a wide product range and promotions
Consumers prefer shopping in stores than online

CATEGORY DATA

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[Sauces, Dips and Condiments in Bosnia and Herzegovina](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Value sales driven by rising prices

INDUSTRY PERFORMANCE

Pickled products account for most value sales

Salad dressings is the best performer

WHAT'S NEXT?

Value growth primarily supported by rising prices

Focus on healthier positioning

COMPETITIVE LANDSCAPE

Podravka leads, expanding its range and investing in marketing

Strategic brand management and consistent product quality benefit Unilever

CHANNELS

Small local grocers tailor assortments to local preferences

Rapid growth of e-commerce, albeit from a very low base

CATEGORY DATA

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[Sweet Spreads in Bosnia and Herzegovina](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Impact of maturity and health concerns

INDUSTRY PERFORMANCE

Further decline for mature chocolate spread

Rising demand for sweet spreads with a healthier positioning

WHAT'S NEXT?

Similar dynamics over the forecast period

Rising living costs constrain growth of healthier options

COMPETITIVE LANDSCAPE

Longstanding trust helps Nutella maintain its dominant position

All Crump's Pranutti appeals to consumers with tighter budgets

CHANNELS

Small local grocers tailor assortments to local preferences

Robust e-commerce growth from a low base as consumers prefer to shop in person

CATEGORY DATA

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