



# Edible Oils in Romania

November 2025

Table of Contents

## Edible Oils in Romania - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Government price controls continue to shape growth

#### INDUSTRY PERFORMANCE

Sunflower oil continues to define the overall market

Smaller oil types gain ground among health-conscious consumers

#### WHAT'S NEXT?

Sunflower oil to remain the benchmark, with price a key determinant

Health, experimentation, and niche oils to drive diversification

Premiumisation and innovation to support long-term growth

#### COMPETITIVE LANDSCAPE

Bunge Romania and Expur lead through strong local brands and innovation

Smaller and international players bring dynamism and diversity

#### CHANNELS

Modern retailing consolidates leadership through pricing and accessibility

E-commerce gains traction as manufacturers adapt to digital retailing

#### 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 Romania - Industry Overview

### EXECUTIVE SUMMARY

Higher energy costs boost prices but sunflower oil benefited from price regulations

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Edible oils drive overall market performance

Traditional products remain essential in the household basket

#### WHAT'S NEXT?

Growth to continue amid lingering inflationary pressures

Cautious consumer behaviour and local production to shape the outlook

Modern grocery retailing to consolidate its position

## COMPETITIVE LANDSCAPE

Private label leads thanks to strong presence in edible oils  
Small players inject dynamism through innovation and visibility

## CHANNELS

Modern grocery retailing remains dominant amid price sensitivity  
Convenience and local grocers maintain relevance for everyday shopping  
E-commerce and foodservice show steady development

## 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-romania/report](http://www.euromonitor.com/edible-oils-in-romania/report).