



Edible Oils in Portugal

November 2025

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2025 DEVELOPMENTS

Price fluctuations have swift impact on olive oil demand

INDUSTRY PERFORMANCE

Olive oil remains essential but subject to price volatility

Rapeseed oil drives performance among vegetable and seed oils

WHAT'S NEXT?

Category growth expected to continue, supported by stable supply and lower prices

Health, quality, and changing cooking habits will influence consumption

Sustainability and innovation to remain central to category development

COMPETITIVE LANDSCAPE

Sovena SA maintains leadership through innovation and sustainability

Celeiro Dieta emerges as a dynamic niche player focused on health and well-being

CHANNELS

Supermarkets remain the preferred shopping destination for edible oils

E-commerce continues to grow on the back of convenience and price awareness

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Cooking Ingredients and Meals in Portugal - Industry Overview

EXECUTIVE SUMMARY

Widening product range in many areas supports growth

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INDUSTRY PERFORMANCE

Convenience remains a key driver as consumers seek time-saving solutions

Growing demand for affordable, traditional meal options

Health and naturalness continue to shape consumer preferences

Price sensitivity influences purchasing behaviour

WHAT'S NEXT?

Steady forecast growth with stronger focus on affordability and value

Convenience and meal solutions to lead category development

Sustainability and innovation to remain central themes

COMPETITIVE LANDSCAPE

Sonae maintains category leadership through private label strength

Unilever sustains a strong branded portfolio and marketing investment

Nueva Pescanova emerges as the most dynamic player

Private label gains visibility and trust

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Supermarkets remain dominant, supported by expansion and promotions

E-commerce drives dynamism through convenience and alignment with in-store offers

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