



Edible Oils in Sweden

November 2025

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2025 DEVELOPMENTS

Price normalisation shapes the edible oils category

INDUSTRY PERFORMANCE

Home cooking and convenience drive innovation

Olive oil maintains its strong health and quality image

WHAT'S NEXT?

Health, flavour, and functionality to guide category development

Wellness trends strengthen focus on natural and fortified options

Sustainability and packaging innovation gain momentum

COMPETITIVE LANDSCAPE

Di Luca & Di Luca leads with quality and provenance

Fontana Food outperforms through user-friendly innovation

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Supermarkets remain the mainstay of distribution

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[Cooking Ingredients and Meals in Sweden - Industry Overview](#)

EXECUTIVE SUMMARY

Convenience and health trends sustain growth amid maturity

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Product innovation redefines ready meals and cooking solutions

Demand for affordable comfort boosts private label growth

Local sourcing and sustainability shape brand identity

WHAT'S NEXT?

Convenience and health will remain leading growth drivers

Domestic origin, quality, and ethics to influence competition

Retail and e-commerce to enhance accessibility and variety

COMPETITIVE LANDSCAPE

Orkla maintains leadership through innovation and local trust
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