



Edible Oils in Belgium

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Unit price dips benefit sales but cost concerns persist

INDUSTRY PERFORMANCE

Fall in the average unit price sees olive oil rebound in 2025

Olive oil leverages best health and wellness positioning to win consumers' favour

WHAT'S NEXT?

Faster retail volume over value (constant 2025 prices) growth as the average unit price drops

Shift to out-of-home activities to favour foodservice over retail volume growth

Natural/organic claims to gain importance

COMPETITIVE LANDSCAPE

Private label gains a competitive edge with a good price-quality ratio

The fastest-growing players benefit as olive oil prices fall

CHANNELS

Wide private label offer favours supermarkets

Delivery systems marry convenience to boost e-commerce

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Cooking Ingredients and Meals in Belgium - Industry Overview

EXECUTIVE SUMMARY

Good performance as unit prices stabilise

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INDUSTRY PERFORMANCE

Convenience and indulgence trends provide key growth drivers

Health and wellness positioning gains weight

Innovation helps to raise the profile of and stimulate interest in meal kits

WHAT'S NEXT?

Easing of economic pressures to engender a push-pull effect

Consumers to show sophistication in their product choices

Sunday opening to spur purchases of premium options

COMPETITIVE LANDSCAPE

Strong private label presence across cooking ingredients and meals

Lotus Bakeries creates dynamism through marketing and advertising

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