



Cooking Ingredients and Meals in Serbia

November 2025

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Cooking Ingredients and Meals in Serbia

EXECUTIVE SUMMARY

Busy lifestyles boosting demand for convenient options but price sensitivity remains high

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Increasingly busy lifestyles drive sales

Consumers remain price sensitive

Shift towards natural, health-focused, and plant-based products

WHAT'S NEXT?

Government caps likely to ease food prices

Price sensitivity will continue to shape consumer behaviour

Health and wellness trend will gain traction

COMPETITIVE LANDSCAPE

Polimark continues to lead sales

Carapelli sees strongest growth

Private label gains traction

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Olive oil will benefit from positive health perception

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Convenience trend boosts sales

Frozen ready meals leads growth

WHAT'S NEXT?

Growth will be supported by rising demand for convenience

Price will remain a key driving factor

Consumers will seek to make healthier choices

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Nut and seed based spreads benefits from growing demand for healthier options

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