



Euromonitor
International

Cooking Ingredients and Meals in Bangladesh

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Table of Contents

Cooking Ingredients and Meals in Bangladesh

EXECUTIVE SUMMARY

Moderate growth of cooking ingredients and meals in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Widening availability of cooking ingredients and meals and smaller pack sizes

Consumer preferences become increasingly international

Higher unit costs dampen the popularity of health and wellness cooking ingredients and meals

WHAT'S NEXT?

Growing demand among most socioeconomic groups as product variety develops

Widening distribution of cooking ingredients and meals over the forecast period

Growing variety of lower cost local products characterises the industry

COMPETITIVE LANDSCAPE

Bangladesh Edible Oil Ltd leads the industry thanks to the popularity of edible oils

Bangladesh Edible Oil records the strongest growth in 2025

CHANNELS

Small local grocers dominates due to the ubiquity of outlets and lower prices

Supermarkets registers the fastest growth

MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 2 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 3 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 4 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 7 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 8 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

EDIBLE OILS

Key data findings

2025 developments

Moderate rise in retail value sales of edible oils

Industry performance

Edible oils used by a wide spectrum of consumers

Palm oil remains the most popular form of packaged edible oil with wealthier households opting for olive oil

What's next?

Unit price rises and growth in local production subdue demand over the forecast period

Product innovation is rare over the forecast period

Policy support needed to foster fair competition over the forecast period

Competitive landscape

Bangladesh Edible Oil Company Ltd retains the lead in edible oils

Unpackaged edible oils remain popular among the country's low socioeconomic groups despite potential health risks and availability of fortified low cost

brands

Channels

Small local grocers is the leading channel for edible oils

Supermarkets records the strongest growth as the channel increasingly appeals to wealthier urban dwellers

Category data

Table 12 - Sales of Edible Oils by Category: Volume 2020-2025

Table 13 - Sales of Edible Oils by Category: Value 2020-2025

Table 14 - Sales of Edible Oils by Category: % Volume Growth 2020-2025

Table 15 - Sales of Edible Oils by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Edible Oils: % Value 2021-2025

Table 17 - LBN Brand Shares of Edible Oils: % Value 2021-2025

Table 18 - Forecast Sales of Edible Oils by Category: Volume 2025-2030

Table 19 - Forecast Sales of Edible Oils by Category: Value 2025-2030

Table 20 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030

Table 21 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

MEALS AND SOUPS

Key data findings

2025 developments

Modest growth of meals and soups, with the category remaining small

Industry performance

Soup is by far the largest category in meals and soups as consumers appreciate the convenience

Growing popularity of frozen ready meals though sales remain highly nascent

What's next?

Despite forecast period growth the category remains nascent over the forecast period

Soup remains the dominant category in meals and soups

Negligible sales of ready meals

Competitive landscape

Nestlé Bangladesh dominates meals and soups with its Maggi brand

Busy urban dwellers appreciate dry soup which favours Nestlé's Maggi brand

Channels

Small local grocers dominates the distribution of meals and soups

Convenience retailers register the strongest growth

Category data

Table 22 - Sales of Meals and Soups by Category: Volume 2020-2025

Table 23 - Sales of Meals and Soups by Category: Value 2020-2025

Table 24 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

Table 25 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 26 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 27 - LBN Brand Shares of Meals and Soups: % Value 2021-2025

Table 28 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 29 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 30 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 31 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

SAUCES, DIPS AND CONDIMENTS

Key data findings

2025 developments

Moderate growth of sauces, dips and condiments in 2025

Industry performance

Table 32 remain highly popular, especially ketchup

Herbs and spices enjoy strong popularity but suffer competition from unpackaged variants

What's next?

Moderate forecast period growth of sauces, dips and condiments as consumers become more adventurous
Price increases favour small pack sizes and mini packs
Rising demand is boosted by expansion in brand and product variety
Competitive landscape
Square Food & Beverage Ltd holds the lead in sauces, dips and condiments
All the leading players register a decline in sales in 2025 due to rising prices
Channels

Small local grocers dominates sales of sauces, dips and condiments

Convenience stores is the best performing channel

Category data

Table 33 - Sales of Sauces, Dips and Condiments by Category: Volume 2020-2025

Table 34 - Sales of Sauces, Dips and Condiments by Category: Value 2020-2025

Table 35 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2020-2025

Table 36 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2020-2025

Table 37 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2021-2025

Table 38 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2021-2025

Table 39 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2025-2030

Table 40 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2025-2030

Table 41 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2025-2030

Table 42 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2025-2030

SWEET SPREADS

Key data findings

2025 developments

Modest growth of sweet spreads as the category continues to be constrained by price rises

Industry performance

Honey remains the mainstay of sweet spreads in Bangladesh

Jams and preserves benefit from more usage occasions

What's next?

Moderate growth of sweet spreads over the forecast period

High prices dampen the popularity and forecast period prospects of sweet spreads

Product development and smaller pack sizes shape the category over the forecast period

Competitive landscape

Pran Foods retains the lead with its accessibly priced Pran brand

Pran Foods enjoys the strongest increase in popularity in 2025

Channels

Small local grocers dominates sales of sweet spreads

Rapid growth of convenience stores

Category data

Table 43 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 44 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 45 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 46 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 47 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 48 - LBN Brand Shares of Sweet Spreads: % Value 2021-2025

Table 49 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 50 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 51 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 52 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

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