



Cooking Ingredients and Meals in Portugal

November 2025

Table of Contents

EXECUTIVE SUMMARY

Widening product range in many areas supports growth

KEY DATA FINDINGS

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

CHANNELS

Supermarkets remain dominant, supported by expansion and promotions

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

Foodservice supported by tourism but constrained by price sensitivity

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 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2020-2025

Table 8 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

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

Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

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

Table 12 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Edible Oils in Portugal

KEY DATA FINDINGS

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

CATEGORY DATA

Table 13 - Sales of Edible Oils by Category: Volume 2020-2025
Table 14 - Sales of Edible Oils by Category: Value 2020-2025
Table 15 - Sales of Edible Oils by Category: % Volume Growth 2020-2025
Table 16 - Sales of Edible Oils by Category: % Value Growth 2020-2025
Table 17 - NBO Company Shares of Edible Oils: % Value 2021-2025
Table 18 - LBN Brand Shares of Edible Oils: % Value 2022-2025
Table 19 - Distribution of Edible Oils by Format: % Value 2020-2025
Table 20 - Forecast Sales of Edible Oils by Category: Volume 2025-2030
Table 21 - Forecast Sales of Edible Oils by Category: Value 2025-2030
Table 22 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030
Table 23 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Meals and Soups in Portugal](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Retailers drive growth by expanding range of ready meals

INDUSTRY PERFORMANCE

Ready meals gain momentum as consumers seek quick and affordable options
Private label brands strengthen their position through quality and variety

WHAT'S NEXT?

Category expected to continue growing as convenience remains a key driver
Health-conscious innovation shapes new product development
Sustainability and cultural adaptation gain importance

COMPETITIVE LANDSCAPE

Sonae consolidates leadership through its Continente brand
Lidl stands out as the most dynamic player in 2025

CHANNELS

Supermarkets remain the leading channel for meals and soups
E-commerce and frozen meals continue to gain traction

CATEGORY DATA

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

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

Table 26 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

Table 27 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 28 - Sales of Chilled Ready Meals by Ethnicity: % Value 2020-2025

Table 29 - Sales of Frozen Ready Meals by Ethnicity: % Value 2020-2025

Table 30 - Sales of Soup by Leading Flavours: Rankings 2020-2025

Table 31 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 32 - LBN Brand Shares of Meals and Soups: % Value 2022-2025

Table 33 - Distribution of Meals and Soups by Format: % Value 2020-2025

Table 34 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 35 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 36 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 37 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Sauces, Dips and Condiments in Portugal](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Return to dining out more frequently hinders sales growth

INDUSTRY PERFORMANCE

Consumers balance tradition and curiosity with new flavour experiences

Classic sauces maintain popularity amid growing diversification

WHAT'S NEXT?

Category growth to continue, supported by innovation and global influences

Health and naturalness shape reformulations and new product development

Sustainability remains a key strategic priority for leading players

COMPETITIVE LANDSCAPE

Unilever maintains leadership through strong brands and active promotions

Ponte Vertical drives category dynamism with international flavours

CHANNELS

Supermarkets remain the main destination for sauces, dips and condiments

E-commerce gains traction as consumers seek convenience and choice

CATEGORY DATA

Table 38 - Sales of Sauces, Dips and Condiments by Category: Volume 2020-2025

Table 39 - Sales of Sauces, Dips and Condiments by Category: Value 2020-2025

Table 40 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2020-2025

Table 41 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2020-2025

Table 42 - Sales of Liquid Recipe Sauces by Type: % Value 2020-2025

Table 43 - Sales of Other Sauces and Condiments by Type: Rankings 2020-2025

Table 44 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2021-2025

Table 45 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2022-2025

Table 46 - Distribution of Sauces, Dips and Condiments by Format: % Value 2020-2025

Table 47 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2025-2030

Table 48 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2025-2030

Table 49 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2025-2030

Table 50 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Sweet Spreads in Portugal](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Natural and healthy products hold strongest appeal

INDUSTRY PERFORMANCE

Honey remains the key driver of category growth

Reduced-sugar jams and natural ingredients gain ground

WHAT'S NEXT?

Honey expected to remain the strongest growth contributor

Premiumisation and innovation to shape future demand

Sustainability becomes integral to product strategy

COMPETITIVE LANDSCAPE

Nutpor strengthens leadership through its Granja S. Francisco brand

Auchan gains momentum following store expansion

CHANNELS

Supermarkets remain the key retail channel for sweet spreads

E-commerce continues to expand through convenience and accessibility

CATEGORY DATA

Table 51 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 52 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 53 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 54 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 55 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 56 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 57 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 58 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 59 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 60 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 61 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 62 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the

key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cooking-ingredients-and-meals-in-portugal/report.