



Euromonitor
International

Cooking Ingredients and Meals in Bosnia and Herzegovina

November 2025

Cooking Ingredients and Meals in Bosnia and Herzegovina

EXECUTIVE SUMMARY

Rising demand for budget options amid high inflation

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Price caps to help consumers with rising prices

Better-for-you options increasingly available

WHAT'S NEXT?

Shift to economy products and private label as prices continue to rise

Media focus on the importance of local food supply

Convenience and health trends to maintain momentum

COMPETITIVE LANDSCAPE

Podravka leads with its popular brands and innovation

Investor benefits from rising demand for healthier and convenient products

CHANNELS

Modern retailers increasingly preferred for their convenience and prices

E-commerce sees robust growth, but sales remain relatively low

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

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SOURCES

Summary 1 - Research Sources

[Edible Oils in Bosnia and Herzegovina](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Market is shaped by inflation and rising costs

INDUSTRY PERFORMANCE

Affordable sunflower oil leads and benefits from price caps in 2025

Premium other edible oils continue to occupy niche positions

WHAT'S NEXT?

Cost-of-living pressures will encourage consumers to trade down
Innovation efforts constrained by price pressures
Price locking shape consumers' purchasing habits

COMPETITIVE LANDSCAPE

Bunge leads with its trusted Floriol brand
Italian Oleificio Salvadori benefits from its broad portfolio

CHANNELS

Consumers value the convenience and familiarity of small local grocers
Dynamic e-commerce, albeit from a low base

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

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[Meals and Soups in Bosnia and Herzegovina](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Impact of rising prices and maturity

INDUSTRY PERFORMANCE

Maturity of dry soup impacts growth
Prepared salads benefit from their healthier positioning

WHAT'S NEXT?

Rising demand for convenient meal solutions
Natural ingredients will be increasingly important
Consumer focus on essential products

COMPETITIVE LANDSCAPE

Podravka's products appeal to a broad consumer base
Popularity of prepared salads drives strong growth of Investor in 2025

CHANNELS

Supermarkets offer a wide product range and promotions
Consumers prefer shopping in stores than online

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

Table 29 - LBN Brand Shares of Meals and Soups: % Value 2022-2025

Table 30 - Distribution of Meals and Soups by Format: % Value 2020-2025

Table 31 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 32 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 33 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 34 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

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[Sauces, Dips and Condiments in Bosnia and Herzegovina](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Value sales driven by rising prices

INDUSTRY PERFORMANCE

Pickled products account for most value sales

Salad dressings is the best performer

WHAT'S NEXT?

Value growth primarily supported by rising prices

Focus on healthier positioning

COMPETITIVE LANDSCAPE

Podravka leads, expanding its range and investing in marketing

Strategic brand management and consistent product quality benefit Unilever

CHANNELS

Small local grocers tailor assortments to local preferences

Rapid growth of e-commerce, albeit from a very low base

CATEGORY DATA

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

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

Table 37 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2020-2025

Table 38 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2020-2025

Table 39 - Sales of Liquid Recipe Sauces by Type: % Value 2020-2025

Table 40 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2021-2025

Table 41 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2022-2025

Table 42 - Distribution of Sauces, Dips and Condiments by Format: % Value 2020-2025

Table 43 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2025-2030

Table 44 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2025-2030

Table 45 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2025-2030

Table 46 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2025-2030

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[Sweet Spreads in Bosnia and Herzegovina](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Impact of maturity and health concerns

INDUSTRY PERFORMANCE

Further decline for mature chocolate spread

Rising demand for sweet spreads with a healthier positioning

WHAT'S NEXT?

Similar dynamics over the forecast period

Rising living costs constrain growth of healthier options

COMPETITIVE LANDSCAPE

Longstanding trust helps Nutella maintain its dominant position

All Crump's Pranutti appeals to consumers with tighter budgets

CHANNELS

Small local grocers tailor assortments to local preferences

Robust e-commerce growth from a low base as consumers prefer to shop in person

CATEGORY DATA

Table 47 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 48 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 49 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 50 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 51 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 52 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 53 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 54 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 55 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 56 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 57 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

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