



ТЕМПЕРИЛОДЖИСТИК СЕООД
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Член на Търговско-Промышлена Палата Стара Загора
Chamber of Commerce and Industry Stara Zagora member

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Marketplaces in the EU. Sunflower oil market.



2023

The European Union (excluding the United Kingdom) is the world's third-largest e-commerce market, with \$498 billion in annual online retail sales.

Amazon and eBay lead the market in continental Europe, as well as the U.S. and U.K. (Amazon- 981 million visits per month, eBay- 367 million per month (from Europe)). It's important to note that while Amazon has localized sites in only seven European countries, Amazon sells all over Europe. In particular, Amazon Germany is widely used by shoppers in Austria, Switzerland, the Netherlands, and Eastern Europe. Belgian consumers shop on Amazon France, and Irish shoppers actively use Amazon.co.uk. Amazon has more than 50 distribution centers in continental Europe, including nine in Poland and the Czech Republic, countries where it does not have a localized site.

While Amazon and eBay sell throughout Europe as a whole, most European local marketplaces focus on only one country or a small number of closely linked countries. In Europe as a whole, online retailing accounts for 16.2% of total retail sales. In Germany, for example, the figure is 19.9%, and in Italy, it is only 6%.

The first surprise on the list for those unfamiliar with European online commerce is Poland's Allegro, which has grown with the country's economy and now has 185 million hits per month, 96% of which come from Poland. eMAG, with 44 million hits per month, focuses on Eastern Europe, especially Romania.

Vegetable oil is the world's third most consumed food, behind only rice and wheat. The global market for vegetable oil reached \$255.2 billion in 2022. Vegetable oil is a product with a long shelf life, which does not require specific storage and transportation conditions, and therefore occupies a significant place in the list of everyday goods.

The COVID-19 pandemic has led to an explosion in online sales of convenience goods. The food industry, like any other, has been shaken in light of the pandemic. Nevertheless, food is an important element, so we can expect technology to continue to evolve to improve the agricultural supply chain.

The market is divided into direct sales, supermarkets, convenience stores, specialty stores, e-commerce, and others depending on the sales channel. The e-commerce segment is expected to grow rapidly with an average annual growth rate of 6% through 2029. This is due to the growing number of people who prefer online platforms to buy sunflower oil through e-commerce. Global e-commerce retail sales will reach \$4,280 billion in 2021.

In 2021, Europe had the largest market share for sunflower oil at \$6.28 billion. The market in the region is expanding rapidly because of the rapid increase in consumption of this type of oil. Its high smoke point and high amount of unsaturated fatty acids contribute to its rapid consumption in the region. Ukraine is the world's largest producer of sunflower oil.



1. Amazon – an American online hypermarket. Amazon has localized sites in seven European countries: Germany, France, Switzerland, Italy, Spain, and the UK, has a unified merchant registration system for its European sites, which means one account can be used to sell on all sites.



and

Sunflower oil: https://www.amazon.com/Sunflower-Oils/b/ref=dp_bc_aui_C_6?ie=UTF8&node=6485897011

Sunflower oil Ukraine: <https://www.amazon.com/Chumak-Sunflower-Unrefined-Litre-Ukraine/dp/B07RL97YBB?th=1>

2. eBay - an American company that provides services in the areas of online auctions (the main field of activity) and online shopping, an online platform for selling any kind of goods. In Europe (excluding the UK), eBay has fourteen localized sites and a global account system, which means that sales can be made in the same way in all countries and sellers have a permanent worldwide profile. However, this doesn't mean that listings from one eBay site automatically show up in standard search results around the world; cross-border sales on eBay usually require separate translated content for each country.



Vegetable oil:

https://www.ebay.com/sch/257989/i.html?from=R40&nkw=%D1%80%D0%B0%D1%81%D1%82%D0%B8%D1%82%D0%B5%D0%BB%D1%8C%D0%BD%D0%BE%D0%B5+%D0%BC%D0%B0%D1%81%D0%BB%D0%BE&rt=nc&LH_PrefLoc=5



3. Allegro - the most popular trading platform in Poland and one of the largest e-commerce companies in Europe. Today it has 125,000 sellers and 200 million offers. It is the twelfth-largest online marketplace in the world. Allegro is easy to register on your own, but foreign sellers are required to upload company documents.

Sunflower oil Ukraine:

<https://allegro.pl/listing?string=olej%20s%C5%82onecznikowy%20Ukraina>

4. eMAG - a universal trading platform in Central and Eastern Europe. It is the eleventh-largest marketplace in Europe in 2021.

The site has 30.5 million monthly visitors from Romania's home market and more than 5 million visitors from Hungary and Bulgaria. With a total population of 36 million people, eMAG has a dominant position in e-commerce in these countries.

There are over 23,000 registered merchants and 11 million products on the eMAG Marketplace. Seller registration is free, and international companies are also allowed to register. Like other marketplaces, eMAG tracks seller performance and reports monthly. An optional Account Partners program gives you access to sales consulting for about \$50 a month.

I want to sell on eMAG: <https://marketplace->

[leads.emag.ro/?state=%7B%22nounce%22:%228669245284397825887%22,%22redirect_to%22:%22https:%5C/%5C/marketplaceleads.emag.ro%5C/?utm_campaign=footer%253Dfooter_2_6%26utm_medium=referral%26utm_source=eMAG.ro%22%7D](https://marketplace-leads.emag.ro/?state=%7B%22nounce%22:%228669245284397825887%22,%22redirect_to%22:%22https:%5C/%5C/marketplaceleads.emag.ro%5C/?utm_campaign=footer%253Dfooter_2_6%26utm_medium=referral%26utm_source=eMAG.ro%22%7D)

Sunflower oil:

<https://www.emag.ro/ulei-rafinat-de-floare-soarelui-gust-premium-1-litru-6-buc-bax-voly264/pd/DF1376MBM/?ref=smart-history>
[ml_1_1&provider=rec&recid=rec_4_ec244df7be54a19812999dec0e53edfeb1eb4644c3546f4770817ffd8fe9fe57_1679951817&scenario_ID=4](https://www.emag.ro/ulei-rafinat-de-floare-soarelui-gust-premium-1-litru-6-buc-bax-voly264/pd/DF1376MBM/?ref=smart-history)

5. Suppliers.de — B2B platform, a business search engine that pairs commercial buyers directly with manufacturers and wholesalers from all sectors. 1.6 million companies use our supplier search every year. A new request is sent every 3 minutes.



Buy vegetable oil directly from wholesalers or manufacturers:

<https://www.lieferanten.de/produkt-Pflanzen%C3%B6l.html>

6. FLAGMA — an international online business platform for businesses and individuals; 53 countries where you can grow your business.



Sunflower oil:

<https://flagma.de/en/podsolnechnoe-maslo-o1784066.html>

7. europages - Europe's leading B2B platform.



Sunflower oil Ukraine:

<https://www.europages.info/%D0%BF%D1%80%D0%BE%D0%B4%D1%83%D0%BA%D1%86%D0%B8%D1%8F/%D0%BF%D0%BE%D0%B4%D1%81%D0%BE%D0%BB%D0%BD%D0%B5%D1%87%D0%BD%D0%BE%D0%B5%20%D0%BC%D0%B0%D1%81%D0%BB%D0%BE.html>

8. Wikifarmer - B2B marketplace for buying and selling agricultural products worldwide (Greek site).



Fats and Oils: <https://wikifarmer.com/market/en/packaged/fats-and-oils/>

9. BuyinPortugal.pt — the Portuguese equivalent of the Chinese Alibaba. electronic trading platform for Portuguese exporters and business buyers from over the world.



Food and Agriculture:

https://buyinportugal.pt/index.php?id_category=120&controller=category&n=120

10. OnBuy — UK Marketplace 8.2 million views per month.

Food, Beverage/Food Cupboard/Cooking Ingredients & Oils:

<https://www.onbuy.com/gb/cooking-ingredients-and-oils~c13290/>



11. Idealo — one of the leading platforms in Germany and many other European countries, with 76 million visits per month.

Eat drink/foods/cooking oils:

<https://www.idealo.de/preisvergleich/ProductCategory/25269.html?q=sonnenblumen%C3%B6l>




12. tradeindia.com - trading with global manufacturers and suppliers (B2B e-commerce platform), channel by country, selection of suppliers by region:

<https://www.tradeindia.com/country-suppliers/>



Ukrainian suppliers of vegetable oil: <https://www.tradeindia.com/ua/food-beverage/edible-oils-fats/>



13. Alibaba — one of the world's leading B2B e-commerce platforms. Hangzhou, China. 

Vegetable oil: <https://www.alibaba.com/showroom/vegetable-oil.html>

14. AliExpress - a global virtual trading platform that provides the opportunity to buy goods from manufacturers in China, as well as Russia, Europe, Turkey, and other countries. Goods on the site are sold in retail and small wholesale. The platform does not work in China - it is replaced by Taobao.

Vegetable oil:

<https://aliexpress.ru/wholesale?SearchText=%D0%BF%D0%BE%D0%B4%D1%81%D0%BE%D0%BB%D0%BD%D0%B5%D1%87%D0%BD%D0%BE%D0%B5+%D0%BC%D0%B0%D1%81%D0%BB%D0%BE>



15. Walmart – an American company that operates the world's largest wholesale and retail chain in 24 countries, operating under the Walmart brand name: <https://www.walmart.com/ip/Great-Value-Sunflower-Oil-1-Gal/45791859>



Food/Baking/Baking Ingredients/Oils & Shortening:

<https://www.walmart.com/search?q=Sunflower+oil+Ukraine>

Sunflower oil from Ukraine: <https://www.walmart.com/ip/Sunflower-Oil-Unrefined-Dikanka-3L/464416716>



16. Indiamart is India's largest online B2B marketplace, connecting buyers with suppliers.



Sunflower oil: <https://dir.indiamart.com/impcat/cooking-oil.html>

17. Made-in-China.com - One of the largest b2b platforms in China and the world.



Sunflower oil from Ukraine: <https://www.made-in-china.com/multi-search/sunflower+oil+ukraines/F1/1.html?from=correct>

18. gongchang.com – Hong Kong b2b trading platform.



<https://www.gongchang.com/>

Grain and oil: <https://chanpin.gongchang.com/list/633/>

19. eWorldtrade – one of the largest B2B companies in the U.S., is a comprehensive marketplace with more than 10 years of experience with the ability to find buyers all over the world.



Vegetable oil from Ukraine: https://www.eworldtrade.com/agriculture/plant-animal-oil/?country_id=231

20. go4WorldBusiness .com— the online B2B marketplace, a global business portal connecting manufacturers and suppliers of products and goods with international wholesale buyers.



Sunflower oil: <https://www.go4worldbusiness.com/buyers/sunflower-oil.html>



21. Exporters India - is one of the largest business marketplaces in the world and is considered one of the best B2B portals in India, has a huge database of buyers worldwide, all types of manufacturers, suppliers, and vendors, be they small/medium enterprises, global corporations or individual vendors, brands, etc. can sell their products or services. More than 600,000 business inquiries are generated each month.



To register on ExportersIndia.Com you need to:

- Email ID
- Phone number
- Company name
- Company address
- At least 1 product/service
- Country name

Sunflower oil: <https://www.exportersindia.com/indian-suppliers/sunflower-oil.htm>

22. FoodsForTrade.com - the leading B2B [trading](#) platform for the food industry with more than 23,000 participants from 200 countries. Vancouver, Canada:: <https://www.foodstrade.com/>



Become our food supplier:

FoodsTrade is constantly looking for high-quality products in the origin market. We look forward to selling your products from home around the world: <https://www.foodstrade.com/pages/foodstrade-suppliers>



23. Organic-Bio - an online database in 16 languages (Arabic, Chinese, Czech, Dutch, English, French, German, Greek, Italian, Japanese, Polish, Portuguese, Spanish, Swedish, and Turkish) with a list of major organic companies worldwide. In this database, you can find both producers/exporters and buyers.



Iporex Ltd. — is a private company headquartered in Geneva, Switzerland, founded in 1990 and active in trade and services. The database contains more than 2,000 product groups and more than 14,000 addresses of producers, wholesalers, retailers, certification companies, and organizations actively promoting organic production and includes news of important organic organizations and the schedule of more than 50 trade shows.

Oils & Grease section sellers/buyers: <https://www.organic-bio.com/en/directory/oils-and-fats/?groupService=46>

Vegetable oil Ukraine / Seller: <https://www.organic-bio.com/en/directory/oils-and-fats/edible-oil/?groupService=46&country=170&product=1>

Advanced search for plant oil buyers: https://www.organic-bio.com/en/advanced-search2/?prod_select_0=2822&prod_select_1=4066&prod_select_2=0&buyer=on&name=&certification=0&country_select_0=0&certificate_number=®ion_select_0=0&services_select_0=0&city=&fair_select_0=0&zip=&contact=&phone=

Buyers

- **BIO NAURA SP. ZO.O.**

Address Polnosnaya str. 15-19
ZIP 54-105
Wroclaw city Lower Silesian region
POLAND

Phone 713070028

E-mail biuro@bionaura.pl
www.bionaura.pl

Contact person Mrs. Evelina Pavelka



Products for purchase: Grain products, oilseeds, oils and fats, pasta, seeds, sugar

<https://www.organic-bio.com/en/company/31072-BIO-NAURA-SP.-ZO.O>.

- **DE BARDO LES PRODUITS**

Address 22 rue du Buisson aux Fraises

ZIP 91300

City MASSY

Region ILE-DE-FRANCE - Essonne

FRANCE

Phone +33 1 64537272

Fax +33 1 64537275

E-mail contact@debar.do

www.debar.do



Products to buy: baby food drinks, soft drinks, cereal products

<https://www.organic-bio.com/en/company/4838-DE-BARDO-LES-PRODUITS>

- **TELHINIA ORGANICS**

Address 3, Ypsilantou Str

ZIP 20200

City KIATO

Region Korinthia

GREECE

Phone +30 27 42026402

Fax +30 27 42026402

E-mail info@telhinia.eu

www.telhinia.eu

Contact person Mr. Takis Koikas

Products to buy: dried fruits > raisins, oils and fats > oil extracts

<https://www.organic-bio.com/en/company/21787-TELHINIA-ORGANICS>

- **BIOKARPOS**

Address Azaleenweg 3

ZIP 85551

City KIRCHHEIM

Region Bayern - Oberbayern

GERMANY

Phone +49 17 628289996

Fax +49 89 41873503

E-mail info@biokarpos.de

www.biokarpos.de

Products to buy: oils and fats > edible oil

<https://www.organic-bio.com/en/company/21474-BIOKARPOS>

- **BIOMEDINAT SCOP SARL**

Address 5 rue de Dublin -Parc aquatechnique

ZIP 34200

City SETE

Region LANGUEDOC-ROUSSILLON - Hérault

FRANCE

Phone +33 467 745193

Fax +33 467 785816

www.biomedinat.com

Contact person Mr. Jean-Christophe Arnaud

Products to buy: oils and fats > edible oil

<https://www.organic-bio.com/en/company/17381-BIOMEDINAT-SCOP-SARL>

- **BORGES**

Address Carrer Flix, 39

ZIP 43205

City REUS

Region CATALUNA - Tarragona

SPAIN

Phone +34 977 309000

Fax +34 977 773319

www.borges.es

Products to buy: cereals > corn (corn) > popcorn, food preparations and spices > vinegar, nuts, oils and fats > food, oils and fats > vegetables > olive oil

<https://www.organic-bio.com/en/company/24104-BORGES>

- **BRESSMER & FRANCKE (GMBH & CO.) KG**

Address Gutenbergring 37

ZIP 22848

City NORDERSTEDT

Region Schleswig-Holstein - Segeberg

GERMANY

Phone +49 40 8905860

E-mail info@bressmer.de

www.bressmer.de

Products to Buy: Baby Food > Cereal Products Cereal Products, Products > Flakes > Rice, Oils & Fats > Edible Oil

<https://www.organic-bio.com/en/company/20623-BRESSMER---FRANCKE-%28GMBH---CO.%29-K>

- **CLICK ORGANIC**

Address Meirstraat 36

ZIP 9850

City NEVELE

Region Oost-Vlaanderen

BELGIUM

Phone +32 937 14670

E-mail patrick@clickorganic.be

www.clickorganic.be

Products to buy: beverages - alcoholic > wine > red wine, oils and fats > edible oils, oils and fats > vegetable > sunflower oil

<https://www.organic-bio.com/en/company/2124-CLICK-ORGANIC>