

# Baby Food in Slovenia

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume sales of milk formula contract due to declining birth rate and stronger promotion of breastfeeding  
Powder special baby milk formula benefits from rising incidences of allergies among babies  
Podravka doo retains the outright lead in baby food thanks to the popularity of its Lino brand

PROSPECTS AND OPPORTUNITIES

Forecast period growth of prepared baby food as busy parents embrace its convenience  
Strong growth of organic references likely although this trend has the potential to be hampered by ongoing economic uncertainty  
One-off meals in tube packages appeal to parents as they are convenient for on the go and easy for babies to consume

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Dairy Products and Alternatives in Slovenia - Industry Overview

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DISCLAIMER

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