

Drinking Milk Products in Slovenia

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Shelf-stable milk grows at a faster rate than fresh milk as time-pressed consumers appreciate its longer shelf life
Ongoing appreciation of local producers and their products that initially took root during the height of the pandemic
Soaring unit prices boost demand for private label as consumers seek to economise on daily essentials

PROSPECTS AND OPPORTUNITIES

Growing awareness of the healthy attributes of goat milk boost consumer demand, especially for products of local players
The health trend is boosting demand for functional drinking milk products
Growth in the vegan population and those with a lactose intolerance boost demand for plant-based products and subdued growth of drinking milk products

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Dairy Products and Alternatives in Slovenia - Industry Overview

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DISCLAIMER

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