

Dairy Products and Alternatives in Slovakia

September 2023

Table of Contents

Dairy Products and Alternatives in Slovakia

EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture Key trends in 2023 Competitive landscape Channel developments What next for dairy products and alternatives?

MARKET DATA

Table 1 - Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 2 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 4 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 5 - Penetration of Private Label by Category: % Value 2018-2023

 Table 6 - Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

 Table 7 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 8 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby Food in Slovakia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers switch to more economical products in the face of ongoing economic challenges, while falling birth rate continues to hamper sales Static performance for milk formula, as breastfeeding is perceived to be the best option for babies Private label gains traction within prepared baby food

PROSPECTS AND OPPORTUNITIES

Convenience, health and sustainability will be key growth drivers, moving forward Modest growth for milk formula, despite strong preference for breastfeeding Prepared baby food likely to face greater competition from shelf stable fruit purées

CATEGORY DATA

- Table 9 Sales of Baby Food by Category: Volume 2018-2023
- Table 10 Sales of Baby Food by Category: Value 2018-2023
- Table 11 Sales of Baby Food by Category: % Volume Growth 2018-2023
- Table 12 Sales of Baby Food by Category: % Value Growth 2018-2023
- Table 13 Sales of Growing-Up Milk Formula by Age: % Value 2018-2023
- Table 14 NBO Company Shares of Baby Food: % Value 2019-2023
- Table 15 LBN Brand Shares of Baby Food: % Value 2020-2023
- Table 16 Distribution of Baby Food by Format: % Value 2018-2023
- Table 17 Forecast Sales of Baby Food by Category: Volume 2023-2028
- Table 18 Forecast Sales of Baby Food by Category: Value 2023-2028
- Table 19 Forecast Sales of Baby Food by Category: % Volume Growth 2023-2028
- Table 20 Forecast Sales of Baby Food by Category: % Value Growth 2023-2028

Butter and Spreads in Slovakia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Signs of recovery for butter in 2023, thanks to declining raw milk prices Shrinkflation strategies see consumer backlash Strong growth for foodservice

PROSPECTS AND OPPORTUNITIES

Increasing competition from imported products Rising environmental concerns will provide opportunities for growth Products with health and wellness claims will gain traction

CATEGORY DATA

Table 21 - Sales of Butter and Spreads by Category: Volume 2018-2023
Table 22 - Sales of Butter and Spreads by Category: Value 2018-2023
Table 23 - Sales of Butter and Spreads by Category: % Volume Growth 2018-2023
Table 24 - Sales of Butter and Spreads by Category: % Value Growth 2018-2023
Table 25 - NBO Company Shares of Butter and Spreads: % Value 2019-2023
Table 26 - LBN Brand Shares of Butter and Spreads by Format: % Value 2020-2023
Table 27 - Distribution of Butter and Spreads by Category: Volume 2023-2028
Table 28 - Forecast Sales of Butter and Spreads by Category: Value 2023-2028
Table 30 - Forecast Sales of Butter and Spreads by Category: % Volume Growth 2023-2028
Table 31 - Forecast Sales of Butter and Spreads by Category: % Value Growth 2023-2028

Cheese in Slovakia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium perception of cheese leads to continued decline in 2023 Private label continues to gain traction Further recovery of foodservice

PROSPECTS AND OPPORTUNITIES

Improved performance expected, in line with gradual recovery of consumer purchasing power Speciality cheese will gather pace Health-oriented products have potential for expansion

CATEGORY DATA

Table 32 - Sales of Cheese by Category: Volume 2018-2023Table 33 - Sales of Cheese by Category: Value 2018-2023Table 34 - Sales of Cheese by Category: % Volume Growth 2018-2023Table 35 - Sales of Cheese by Category: % Value Growth 2018-2023Table 36 - Sales of Spreadable Processed Cheese by Type: % Value 2018-2023Table 37 - Sales of Soft Cheese by Type: % Value 2018-2023Table 38 - Sales of Hard Cheese by Type: % Value 2018-2023Table 39 - NBO Company Shares of Cheese: % Value 2019-2023Table 40 - LBN Brand Shares of Cheese: % Value 2018-2023Table 41 - Distribution of Cheese by Category: Volume 2023-2028Table 43 - Forecast Sales of Cheese by Category: Value 2023-2028Table 44 - Forecast Sales of Cheese by Category: % Volume Growth 2023-2028Table 45 - Forecast Sales of Cheese by Category: % Value Growth 2023-2028

Drinking Milk Products in Slovakia

KEY DATA FINDINGS

2023 DEVELOPMENTS

High prices of raw milk stifle demand for drinking milk products, although volume sales of shelf-stable products continue to expand Dairies focus their attention on lactose-free offerings, in preference to plant-based alternatives Private label continues to grow

PROSPECTS AND OPPORTUNITIES

Environmental concerns will shape consumer choices Demand for fresh milk will continue to grow, despite rising competition from plant-based alternatives Sour milk products could gain traction

CATEGORY DATA

Table 46 - Sales of Drinking Milk Products by Category: Volume 2018-2023
Table 47 - Sales of Drinking Milk Products by Category: Value 2018-2023
Table 48 - Sales of Drinking Milk Products by Category: % Volume Growth 2018-2023
Table 49 - Sales of Drinking Milk Products by Category: % Value Growth 2018-2023
Table 50 - NBO Company Shares of Drinking Milk Products: % Value 2019-2023
Table 51 - LBN Brand Shares of Drinking Milk Products by Format: % Value 2020-2023
Table 52 - Distribution of Drinking Milk Products Products by Category: Volume 2023-2028
Table 54 - Forecast Sales of Drinking Milk Products Products by Category: Value 2023-2028
Table 55 - Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2023-2028
Table 56 - Forecast Sales of Drinking Milk Products Products by Category: % Value Crowth 2023-2028

Yoghurt and Sour Milk Products in Slovakia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Yoghurt continues to suffer from impact of high inflation Products with health benefits see an increased demand Private label gains ground

PROSPECTS AND OPPORTUNITIES

Interest in health-oriented products expected to increase Busier lifestyles and innovation likely to boost demand in drinking yoghurt Recovery of foodservice could pose threat to retail, but e-commerce offers further potential

CATEGORY DATA

Table 57 - Sales of Yoghurt and Sour Milk Products by Category: Volume 2018-2023
Table 58 - Sales of Yoghurt and Sour Milk Products by Category: Value 2018-2023
Table 59 - Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2018-2023
Table 60 - Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2018-2023
Table 61 - NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2019-2023
Table 62 - LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2020-2023
Table 63 - Distribution of Yoghurt and Sour Milk Products by Format: % Value 2018-2023
Table 64 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2023-2028
Table 65 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2023-2028
Table 66 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2023-2028
Table 67 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2023-2028

Other Dairy in Slovakia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued focus on household staples continues to hinder growth for other dairy Protein-enriched desserts are key area of focus Private label gains strength

PROSPECTS AND OPPORTUNITIES

Challenging times ahead for local dairy producers Chilled snacks expected to lead growth Focus on products with sustainable credentials

CATEGORY DATA

Table 68 - Sales of Other Dairy by Category: Volume 2018-2023
Table 69 - Sales of Other Dairy by Category: Value 2018-2023
Table 70 - Sales of Other Dairy by Category: % Volume Growth 2018-2023
Table 71 - Sales of Other Dairy by Category: % Value Growth 2018-2023
Table 72 - Sales of Cream by Type: % Value 2018-2023
Table 73 - NBO Company Shares of Other Dairy: % Value 2019-2023
Table 74 - LBN Brand Shares of Other Dairy: % Value 2020-2023
Table 75 - Distribution of Other Dairy by Format: % Value 2018-2023
Table 76 - Forecast Sales of Other Dairy by Category: Volume 2023-2028
Table 78 - Forecast Sales of Other Dairy by Category: % Volume Growth 2023-2028
Table 79 - Forecast Sales of Other Dairy by Category: % Value Growth 2023-2028

Plant-Based Dairy in Slovakia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Healthy growth in 2023, as more Slovaks choose to follow flexitarian and vegan diets Plant-based cheese finds its niche Flavoured plant-based yoghurt sees further expansion

PROSPECTS AND OPPORTUNITIES

Rising levels of purchasing power and further product innovation will fuel growth Further differentiation expected, with sustainability credentials viewed as increasingly important Legislative changes lie ahead

CATEGORY DATA

Table 80 - Sales of Plant-Based Dairy by Category: Value 2018-2023

- Table 81 Sales of Plant-Based Dairy by Category: % Value Growth 2018-2023
- Table 82 NBO Company Shares of Plant-Based Dairy: % Value 2019-2023
- Table 83 LBN Brand Shares of Plant-Based Dairy: % Value 2020-2023
- Table 84 Distribution of Plant-Based Dairy by Format: % Value 2018-2023
- Table 85 Forecast Sales of Plant-Based Dairy by Category: Value 2023-2028
- Table 86 Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2023-2028

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/dairy-products-and-alternatives-inslovakia/report.