

Staple Foods in Slovenia

December 2023

Table of Contents

Staple Foods in Slovenia

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 1 - Sales of Staple Foods by Category: Volume 2018-2023

Table 2 - Sales of Staple Foods by Category: Value 2018-2023

Table 3 - Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 4 - Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Staple Foods: % Value 2019-2023

Table 6 - LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 7 - Penetration of Private Label by Category: % Value 2019-2023

Table 8 - Distribution of Staple Foods by Format: % Value 2018-2023

Table 9 - Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 10 - Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 11 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 12 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baked Goods in Slovenia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Soaring unit prices and demand for convenience drive growth of frozen baked goods

Health and wellness trend highly influential on sales of baked goods

Rising popularity of convenient half-baked products

PROSPECTS AND OPPORTUNITIES

Convenience and health will continue to influence sales of baked goods

Innovation is key

E-commerce represents the ultimate in convenience

CATEGORY DATA

Table 13 - Sales of Baked Goods by Category: Volume 2018-2023

Table 14 - Sales of Baked Goods by Category: Value 2018-2023

Table 15 - Sales of Baked Goods by Category: % Volume Growth 2018-2023

Table 16 - Sales of Baked Goods by Category: % Value Growth 2018-2023

Table 17 - NBO Company Shares of Baked Goods: % Value 2019-2023

Table 18 - LBN Brand Shares of Baked Goods: % Value 2020-2023

Table 19 - Distribution of Baked Goods by Format: % Value 2018-2023

Table 20 - Forecast Sales of Baked Goods by Category: Volume 2023-2028

Table 21 - Forecast Sales of Baked Goods by Category: Value 2023-2028

Table 22 - Forecast Sales of Baked Goods by Category: % Volume Growth 2023-2028

Table 23 - Forecast Sales of Baked Goods by Category: % Value Growth 2023-2028

Breakfast Cereals in Slovenia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Children's breakfast cereals benefits from rising demand for convenience and healthier options

Fitness trend boosts demand for protein-packed products

Private label leads, offering low prices and high quality

PROSPECTS AND OPPORTUNITIES

Health and convenience of cereals will support future growth

Flavour innovation to influence new product development

Plant-based diets and allergies support growth of non-standard products

CATEGORY DATA

Table 24 - Sales of Breakfast Cereals by Category: Volume 2018-2023

Table 25 - Sales of Breakfast Cereals by Category: Value 2018-2023

Table 26 - Sales of Breakfast Cereals by Category: % Volume Growth 2018-2023

Table 27 - Sales of Breakfast Cereals by Category: % Value Growth 2018-2023

Table 28 - NBO Company Shares of Breakfast Cereals: % Value 2019-2023

Table 29 - LBN Brand Shares of Breakfast Cereals: % Value 2020-2023

Table 30 - Distribution of Breakfast Cereals by Format: % Value 2018-2023

Table 31 - Forecast Sales of Breakfast Cereals by Category: Volume 2023-2028

Table 32 - Forecast Sales of Breakfast Cereals by Category: Value 2023-2028

Table 33 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2023-2028

Table 34 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2023-2028

Processed Fruit and Vegetables in Slovenia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Convenience drives sales; however, soaring unit prices restrict stronger growth

Sustainability increasingly important

ETA Kamnik doo continues to lead sales via flagship brand Natureta

PROSPECTS AND OPPORTUNITIES

Convenient e-commerce to see further growth

Focus on more natural products hampers future sales

Environmental sustainability to come to the fore as key players respond via innovation

CATEGORY DATA

Table 35 - Sales of Processed Fruit and Vegetables by Category: Volume 2018-2023

Table 36 - Sales of Processed Fruit and Vegetables by Category: Value 2018-2023

Table 37 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2018-2023

Table 38 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2018-2023

Table 39 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2019-2023

Table 40 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2020-2023

Table 41 - Distribution of Processed Fruit and Vegetables by Format: % Value 2018-2023

Table 42 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2023-2028

Table 43 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2023-2028

Table 44 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2023-2028

Table 45 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2023-2028

Processed Meat, Seafood and Alternatives To Meat in Slovenia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Global trend of plant-based alternatives drives sales of meat and seafood substitutes

Processed seafood continues to benefit from its healthy positioning, convenience and price

KRAS dd maintains its lead in 2023

PROSPECTS AND OPPORTUNITIES

Flavour innovation to shape the category's future development

Premiumisation: quality and origin increasingly important

E-commerce set to become a more important distribution channel

CATEGORY DATA

Table 46 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2018-2023

Table 47 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2018-2023

Table 48 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2018-2023

Table 49 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2018-2023

Table 50 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2019-2023

Table 51 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2023

Table 52 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2018-2023

Table 53 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2023-2028

Table 54 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2023-2028

Rice, Pasta and Noodles in Slovenia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Convenience and rising popularity of international cuisine support growth of noodles

Demand for healthier options and wide product range benefits rice

Soaring unit prices drive shift to private label

PROSPECTS AND OPPORTUNITIES

Social media and sushi trend support future sales

Less well-known local brands could start taking share from leading players

Emergence of new packaging formats as sustainability trend develops

CATEGORY DATA

Table 55 - Sales of Rice, Pasta and Noodles by Category: Volume 2018-2023

Table 56 - Sales of Rice, Pasta and Noodles by Category: Value 2018-2023

Table 57 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2018-2023

Table 58 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2018-2023

Table 59 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2019-2023

Table 60 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2020-2023

Table 61 - NBO Company Shares of Rice: % Value 2019-2023

Table 62 - LBN Brand Shares of Rice: % Value 2020-2023

Table 63 - NBO Company Shares of Pasta: % Value 2019-2023

Table 64 - LBN Brand Shares of Pasta: % Value 2020-2023

Table 65 - NBO Company Shares of Noodles: % Value 2019-2023

Table 66 - LBN Brand Shares of Noodles: % Value 2020-2023

Table 67 - Distribution of Rice, Pasta and Noodles by Format: % Value 2018-2023

Table 68 - Distribution of Rice by Format: % Value 2018-2023

Table 69 - Distribution of Pasta by Format: % Value 2018-2023

Table 70 - Distribution of Noodles by Format: % Value 2018-2023

Table 71 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2023-2028

Table 72 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2023-2028

Table 73 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2023-2028

Table 74 - Forecast Sales of Rice, Pasta and Noodles 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/staple-foods-in-slovenia/report.