



Rice, Pasta and Noodles in Slovenia

November 2025

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2025 DEVELOPMENTS

Pasta remains key growth driver

INDUSTRY PERFORMANCE

Steady flow of innovation and private label expansion fuel pasta sales

Noodles leads growth

WHAT'S NEXT?

Steady growth ahead, driven by health, convenience, and private label

Health and wellness trends will bring momentum to mature category

Further growth for e-commerce as cyber security improves

COMPETITIVE LANDSCAPE

Barilla Adriatic leads rice, pasta, and noodles, followed by strong local competitors

Maggi leads growth as instant noodles gain traction

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E-commerce continues to gain traction

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Staple foods shows continued growth in 2025

Private label continues to gain ground

Shift towards local sourcing amid sustainability concerns

WHAT'S NEXT?

Premiumisation to drive gradual growth but consumers will remain price sensitive

Lifestyle trends will shape future strategies

Distribution channels will continue to evolve

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