



Processed Fruit and Vegetables in Slovenia

November 2025

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Processed Fruit and Vegetables in Slovenia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Premium, health-focused and sustainable products drive growth

INDUSTRY PERFORMANCE

Steady expansion, driven by convenience and everyday cooking needs

Shelf stable tomatoes leads growth

WHAT'S NEXT?

Premiumisation will support value growth amid steady demand

Health-driven formulations will gain momentum

Movement towards a greener, more self-sufficient supply chain

COMPETITIVE LANDSCAPE

ETA Kamnik leads sales, thanks to strong heritage and broad product range

Private label leads expansion

CHANNELS

Hypermarkets and supermarkets lead sales

E-commerce continues to gain ground

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EXECUTIVE SUMMARY

Stable goods shows resilience despite consumer price consciousness

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INDUSTRY PERFORMANCE

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

COMPETITIVE LANDSCAPE

KRAS maintains leadership through heritage and innovation

Don Don leads growth through innovation, brand diversification, and regional expansion

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E-commerce continues to gain traction

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