Euromonitor International

Snacks in Slovenia

August 2026

Table of Contents

Snacks in Slovenia

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Rising Everyday Consumption and Premiumisation Drive Robust Value Growth
Chart 1 - Spar Natur*Pur Expands Everyday Snacking with Organic Nuts and Dried Fruit
Chocolate Confectionery Maintains Lead as Ice Cream and Savoury Snacks Accelerate
Kraš Adapts Pack Sizes and Spar Natur*Pur Launches Fuel New Buying Habits
Chart 2 - Kraš Adapts Wafer Packaging to Preserve Affordability in Snacks
Chart 3 - Value Sales 2021-2031
Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Steady Value Growth and Digital-Driven Fragmentation Will Define Slovenia's Snacks
Premium Innovation and Rising On-The-Go Consumption to Sustain Ice Cream's Lead
Value, Convenience and Digital Transformation to Converge to Reshape Competitive Dynamics
Chart 5 - Forecast Value Sales 2021-2031
Chart 6 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Fragmented Competition and Rising Private Label Presence Challenge Established Brands
Podravka's Sale Signals Heightened Regional Competition and Accelerated Brand Development
Chart 7 - Company Shares 2026

CHANNELS

Planned Purchases and Multipack Promotions Align with Everyday Snacking Habits
Retail E-Commerce Grows as Entrenched Offline Habits Limit Its Competitive Impact
Discounters Accelerate as Affordability Pressures Reshape Channel Dynamics

ECONOMIC CONTEXT

Chart 8 - Economic Context for Snacks
Chart 9 - Real Gdp Growth 2020-2030
Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Snacks
Chart 12 - Population 2020-2030
Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Chocolate Confectionery in Slovenia

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Chocolate Confectionery Summary

INDUSTRY PERFORMANCE

Lindt Boosts Value Growth by Steering Consumers toward Premium Experiences
Chart 14 - Lindt Drives Premiumisation through Launch of Extra Creamy Chocolate Line

Kitkat Preserves Mid-Tier Demand by Innovating Formats and Flavours
Chart 15 - Kitkat Expands Chocolate Bar Range to Maintain Value Amid Price Pressure
Chart 16 - Value Sales 2021-2031
Chart 17 - Volume Sales 2021-2031
Chart 18 - Value Sales by Category 2026

WHAT'S NEXT?

Premium Brands Projected to Leverage Indulgence While Value Options Defend Share
Tablets Expected to Remain Dominant as Boxed Assortments and Pouches Gain Pace
Responsible Sourcing and Cleaner Labels Looks Set to Reshape Brand Trust and Margins
Chart 19 - Forecast Value Sales 2021-2031
Chart 20 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mondelez and Ferrero Defend Value Share as Local Brands Regroup
Gorenjka and Šumi's Acquisition by as Holding Signals Stronger Regional Investment
Chart 21 - Company Shares 2026
Chart 22 - Brand Shares 2026

CHANNELS

Discounters Respond to Price Sensitivity by Expanding Value Focus
Offline Channels Defend Dominance as Retail E-Commerce Remains Marginal

ECONOMIC CONTEXT

Chart 23 - Economic Context for Chocolate Confectionery
Chart 24 - Real Gdp Growth 2020-2030
Chart 25 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 26 - Consumer Context for Chocolate Confectionery
Chart 27 - Population 2020-2030
Chart 28 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Gum in Slovenia

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Gum Summary

INDUSTRY PERFORMANCE

Chewing Gum Leads on Habit and Incumbency as Gum Stagnates
Chart 29 - Mentos Discovery Roll Turns Gum into a Playful Multi-Flavour Experience
Experience-Led Innovation Sustains Relevance in Mature Environments
Chart 30 - Value Sales 2021-2031
Chart 31 - Volume Sales 2021-2031

WHAT'S NEXT?

Brands Set to Introduce Wellness-Driven Gum Formats to Capture Daily Routines
Functional Claims and Premium Positioning to Reshape Consumer Expectations
Chart 32 - Forecast Value Sales 2021-2031
Chart 33 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Wrigley Sustains Dominance as Price-Driven Growth Stabilises Leadership
Chart 34 - Company Shares 2026
Chart 35 - Brand Shares 2026

CHANNELS

Grocery Retailers Capture Impulse-Driven Growth in Slovenia's Gum
Checkout Placement and Offline Routines Keep Retail E-Commerce Marginal

ECONOMIC CONTEXT

Chart 36 - Economic Context for Gum
Chart 37 - Real Gdp Growth 2020-2030
Chart 38 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 39 - Consumer Context for Gum
Chart 40 - Population 2020-2030
Chart 41 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Sugar Confectionery in Slovenia

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sugar Confectionery Summary

INDUSTRY PERFORMANCE

Price-Driven Resilience and Functional Innovation Sustain Slovenia's Sugar Confectionery
Chart 42 - Konna Vitamin Candies Reposition Sweets as Everyday Functional Snacks
Boiled Sweets Lead as Shifting Consumer Preferences Drive a Gradual Structural Decline
Functional Positioning and Vitamin-Enriched Innovation Drive Gummies and Jellies' Growth
Chart 43 - Value Sales 2021-2031
Chart 44 - Volume Sales 2021-2031
Chart 45 - Value Sales by Category 2026

WHAT'S NEXT?

Medicated Confectionery to Experience Dynamic Growth as Health Trends Drive Innovation
Niche Brands Set to Leverage Direct Channels to Challenge Established Players
Rising Food Expenditure Projected to Underpin Resilience in Everyday Snacking
Chart 46 - Forecast Value Sales 2021-2031
Chart 47 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Žito Consolidates Its Dominance as Gummies and Jellies Fuel Continued Share Growth
Šumi's Acquisition by as Holding Signals Increases Investment and Intensifies Competition
Chart 48 - Company Shares 2026

CHANNELS

Impulse and On-The-Go Purchases Drive Convenience Retailers' Lead
Discounters Boost Share as Price-Sensitive Shoppers Shift Channels
Retail E-Commerce Expands but Remains Complementary to In-Store Purchases

ECONOMIC CONTEXT

Chart 49 - Economic Context for Sugar Confectionery
Chart 50 - Real Gdp Growth 2020-2030
Chart 51 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 52 - Consumer Context for Sugar Confectionery
Chart 53 - Population 2020-2030
Chart 54 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Ice Cream in Slovenia

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Ice Cream Summary

INDUSTRY PERFORMANCE

Strong Demand Drive Growth as Manufacturers Balance Innovation with Affordability
Chart 55 - Ledo Low-Calorie Sorbet Expands Ice Cream into Everyday Snack Occasions
Ledo Repositions Ice Cream as an Everyday Snack for Health-Conscious Consumers
Ledo Multi-Pack Boosts Value-Driven Purchasing and Family Occasions
Chart 56 - Ledo Multi-Pack Combines Value and Sharing in One Format
Chart 57 - Value Sales 2021-2031
Chart 58 - Volume Sales 2021-2031
Chart 59 - Value Sales by Category 2026

WHAT'S NEXT?

Retailers Are Set to Increase Private Label Focus to Challenge Established Brands
Brand Innovation in At-Home Formats Set to Boost Year-Round Consumption
Consumer Income Growth to Fuel Value and Premium Purchasing Behaviour
Chart 60 - Forecast Value Sales 2021-2031
Chart 61 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Ledo and Incom Sustain Leadership as Private Label Brands Gain Ground
Chart 62 - Company Shares 2026
Chart 63 - Brand Shares 2026

CHANNELS

Hypermarkets, Supermarkets, and Convenience Retailers Attract Value-Focused Shoppers
Discounters Shift Take-Home Habits While Retail E-Commerce Plays Only a Minor Role
Chart 64 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 65 - Economic Context for Ice Cream
Chart 66 - Real Gdp Growth 2020-2030
Chart 67 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 68 - Consumer Context for Ice Cream
Chart 69 - Population 2020-2030
Chart 70 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Savoury Snacks in Slovenia

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Savoury Snacks Summary

INDUSTRY PERFORMANCE

Stable Demand and Everyday Consumption Habits Underpin Savoury Snacks Performance
Chart 71 - Bimed Snack Mixes Position Savoury Snacks as Everyday Consumption
Salty Snacks Leads as Nuts and Seeds Post Dynamic Growth through Natural Ingredient Innovation
Stapling Dynamics and Social Media-First Marketing Reposition Savoury Snacks as Everyday Essentials
Chart 72 - Krusti Hrusti Popcorn Uses Social Media to Drive Launch and Awareness
Chart 73 - Value Sales 2021-2031
Chart 74 - Volume Sales 2021-2031
Chart 75 - Value Sales by Category 2026

WHAT'S NEXT?

New Flavour Launches Prompt Consumers to Trade up for Quality
Nuts, Seeds and Trail Mixes to See Steady Growth as Popcorn Accelerates
Digital Engagement and Premium Innovation Set to Drive Brand Expansion
Chart 76 - Forecast Value Sales 2021-2031
Chart 77 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Intersnack and Lorenz Consolidate Lead as Private Label Expansion Reinforces Savoury Snacks
Chart 78 - Company Shares 2026
Chart 79 - Brand Shares 2026

CHANNELS

Supermarkets and Hypermarkets Lead Savoury Snacks Distribution
Retail E-Commerce Expands Slowly as In-Store Habits Persist
Discounters and Value-Led Retailers Drive Competitive Momentum
Chart 80 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 81 - Economic Context for Savoury Snacks
Chart 82 - Real Gdp Growth 2020-2030
Chart 83 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 84 - Consumer Context for Savoury Snacks
Chart 85 - Population 2020-2030
Chart 86 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Sweet Biscuits, Snack Bars and Fruit Snacks in Slovenia

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sweet Biscuits, Snack Bars and Fruit Snacks Summary

INDUSTRY PERFORMANCE

Sweet Biscuits, Snack Bars and Fruit Snacks Deliver Steady Growth as Stapling Reshapes Demand
Chart 87 - Kraš Reduces Napolitanke Pack Size to Maintain Accessible Price Points
Sweet Biscuits Remains the Largest Whilst Snack Bars Delivers the Fastest Growth in Slovenia
Functional Innovation and Value Segmentation Set the Agenda for Future Competition
Chart 88 - Al!Ve Protein Bars Embed Snack Bars into Daily Consumption Routines
Chart 89 - Value Sales 2021-2031
Chart 90 - Volume Sales 2021-2031
Chart 91 - Value Sales by Category 2026

WHAT'S NEXT?

Snack Bars Expected to Accelerate Growth as New Players Reshape Competition
Brands Look Set to Invest in Visibility and Positioning to Win Crowded Shelves
Chart 92 - Forecast Value Sales 2021-2031
Chart 93 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Krašcommerce Expands Lead as Functional Players Gain Ground
Chart 94 - Company Shares 2026

CHANNELS

Supermarkets and Hypermarkets Lead as Physical Retail Retains Consumer Preference
Retail E-Commerce Supports Functional Snacking but Remains Marginal
Discounters Gain Share as Price Sensitivity Drives Consumers Towards Value

ECONOMIC CONTEXT

Chart 95 - Economic Context for Sweet Biscuits, Snack Bars and Fruit Snacks
Chart 96 - Real Gdp Growth 2021-2031
Chart 97 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 98 - Consumer Context for Sweet Biscuits, Snack Bars and Fruit Snacks
Chart 99 - Population 2021-2031
Chart 100 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

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/snacks-in-slovenia/report.