



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in Slovakia

November 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

A challenging year for the category

INDUSTRY PERFORMANCE

Lower purchasing power puts pressure on volume sales

Meat and seafood substitutes attracts new customers

WHAT'S NEXT?

Premiumisation trend will influence category

Veganism will support demand for alternatives to meat

Cultivated meat is not available in Slovakia

COMPETITIVE LANDSCAPE

Mecom Group secure the lead in retail value share

Preto Ryba sro drives sales with novelties

CHANNELS

The supermarket channel gains share in difficult economy

Discounters improve position but typically offer a more limited selection than supermarkets

CATEGORY DATA

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Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

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Staple Foods in Slovakia - Industry Overview

EXECUTIVE SUMMARY

Households remain heavily reliant on staple foods

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Price inflation fuels value growth

Value for money is an enticing prospect for Slovaks

WHAT'S NEXT?

Healthy growth prospects for staple foods

Health-led product developments will drive growth

Modern grocery retailers are key to driving sales

COMPETITIVE LANDSCAPE

Mecom Group leads a fragmented competitive landscape

Lidl Slovenská Republika strengthens position with private label range

CHANNELS

Supermarkets is the leading distribution channel

Discounters flourish as purchasing power weakens

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