



Euromonitor
International

Staple Foods in Slovenia

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Staple Foods in Slovenia

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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Innovation is central to growth

INDUSTRY PERFORMANCE

Focus on premium, nutritious, and locally-sourced goods

Frozen baked goods leads growth

WHAT'S NEXT?

Innovation will drive steady growth

Health and wellness to shape future of baked goods

Sustainability trend will grow in prominence

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INDUSTRY PERFORMANCE

Health-focused innovation drives growth

Muesli and granola leads growth

WHAT'S NEXT?

Versatility and central role in local diets will support steady growth

Health and wellness considerations will drive product innovation

Ethical awareness to fuel new offerings

COMPETITIVE LANDSCAPE

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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

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Health and wellness-focused innovation drives growth

INDUSTRY PERFORMANCE

Steady expansion in 2025

Plant-based substitutes lead growth

WHAT'S NEXT?

Steady growth anticipated

Health and wellness trends will drive innovation

Sustainability will be key industry focus

COMPETITIVE LANDSCAPE

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KEY DATA FINDINGS

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

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E-commerce continues to gain traction

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