

Plant-Based Dairy in Slovenia

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth of plant-based dairy due to growing instances of food intolerance and a trend in which consumers generally perceive these products to be healthier

The Alpro brand from Danone remains in the lead while private label benefits from lower prices

Retail e-commerce and discounters register significant forecast period growth in plant-based dairy due to their wider ranges and lower prices than supermarkets

PROSPECTS AND OPPORTUNITIES

Local producers such as Pomurske Mlekarne launch and extend their product lines of plant-based dairy over the forecast period

Innovation significant for plant-based dairy over the forecast period

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