Euromonitor International

Meals and Soups in Slovenia

November 2025

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Meals and Soups in Slovenia - Category analysis

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2025 DEVELOPMENTS

Convenience, health, and sustainability fuel strong growth in meals and soups

INDUSTRY PERFORMANCE

Value sales of meals and soups rise, driven by convenience and health trends
Shelf-stable, protein rich ready meals drive value growth among on-the-go shoppers

WHAT'S NEXT?

Shelf-stable and multi-format meals are expected to drive steady value growth
High protein and additive-free positionings are set to drive health-led innovation in meals and soups
Sustainability is expected to become key within sourcing, manufacturing, and packaging

COMPETITIVE LANDSCAPE

ETA Kamnik strengthens trust through sustainable sourcing and clean label innovation
Bolton Adriatic doo accelerates growth through premium, protein-focused ready meal innovation

CHANNELS

Hypermarkets leads distribution through strong promotions and a wide range of meal solutions
Broader delivery reach and convenience-led launches make retail e-commerce the fastest-growing channel

CATEGORY DATA

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Cooking Ingredients and Meals in Slovenia - Industry Overview

EXECUTIVE SUMMARY

Growth for cooking ingredients and meals is driven by premiumisation, convenience, and health trends

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Premiumisation and convenience drive growth in cooking ingredients and meals in Slovenia
Slovenian households adopt more strategic shopping habits as prices stabilise
Healthier choices and the convenience of retail e-commerce shape shopping habits

WHAT'S NEXT?

Stable economic conditions and evolving consumer preferences will drive steady value growth
Premiumisation and provenance will define competitive strategies across the forecast period
Omnichannel expansion is set to influence the distribution landscape

COMPETITIVE LANDSCAPE

Tovarna Olja Gea d.d. leads through scale, supply resilience, and trusted domestic brands
Brand trust and quality drive growth for Monini SpA and Mutti SpA as private label remains strong

CHANNELS

Hypermarkets retains its leadership in cooking ingredients and meals but lose slight share to value and online channels
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