



Euromonitor
International

Nappies/Diapers/Pants in Slovenia

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Nappies/Diapers/Pants Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Nappies/Diapers/Pants

INDUSTRY PERFORMANCE

Discounters' Price Campaigns Accelerate Trading Down Behaviour and Shape Brand Competition

Chart 2 - Hofer Highlights Threefold Price Gap Between Private Label and Branded Products

Wellness Positioning Helps Defend Brands Share Amid Price Pressure

Chart 3 - Tosama's Wellness-Focused to.to Diaper Line

Brands Innovate with Reusable, Sustainable Formats, as Eco-Consciousness Grows

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Health and Beauty Specialists and Discounters to Win Share as Parents Trade Down

Disposable Pants to Benefit as Children Transition Later and Parents Seek Convenience

Credible Wellness and Sustainability Claims to Attract Value-Driven Parents Online

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Players Maintain Lead as Private Label Offerings Gain Momentum

Chart 9 - Analyst Insight for Nappies/Diapers/Pants

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Maintain Lead as Offline Share Falls

Health and Beauty Specialists and E-Commerce Accelerate Gains as Parents Seek Value

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Nappies/Diapers/Pants

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Nappies/Diapers/Pants

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Slovenia - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Manufacturers Leverage Energy Aid and Automation to Safeguard Pricing

Chart 21 - State Energy Aid Scheme Supports Cost Stability For Tissue Producers in 2025

Leading Brands Use Premium Offerings to Drive Value Sales

Paloma Secures Sustainable Leadership through Digital Transformation

Chart 22 - Paloma PaloMAX Recognised as Product of the Year 2025

Chart 23 - Value Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Domestic Producers Invest in Automation to Drive Efficiency Gains

Retail Tissue Maintains Lead as Premiumisation and Value Tiers Diverge

Value-Driven Consumption and Sustainability Reshape Competition

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Orbico Consolidates Leadership as Price Sensitivity Intensifies

Chart 27 - Analyst Insight for Tissue and Hygiene

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Reinforce Dominance with Broad Assortment and Value Focus

Discounters Capture Price-Conscious Shoppers as Value Trumps Loyalty

Online Sales Edge Upwards but Remain Niche for Bulk and Discreet Purchases

Chart 30 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Tissue and Hygiene

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Tissue and Hygiene

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - Population by Generation 2025

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/nappies-diapers-pants-in-slovenia/report.