



**Euromonitor
International**

Baked Goods in Slovenia

November 2025

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Baked Goods in Slovenia - Category analysis

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2025 DEVELOPMENTS

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

COMPETITIVE LANDSCAPE

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Supermarkets retains its lead

E-commerce gains traction

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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

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