



**Euromonitor
International**

Breakfast Cereals in Slovenia

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Breakfast Cereals in Slovenia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Breakfast cereals shows continued resilience, supported by nutritional innovation, versatility, and broad retail presence

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

Nestlé doo maintains its leadership amid aggressive competition from private label

Sante exhibits strongest growth, albeit from low base

CHANNELS

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Non-grocery retail shows rapid expansion

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Staple Foods in Slovenia - Industry Overview

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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