



Euromonitor
International

Sweet Biscuits, Snack Bars and Fruit Snacks in Slovenia

August 2026

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sweet Biscuits, Snack Bars and Fruit Snacks Summary

INDUSTRY PERFORMANCE

Sweet Biscuits, Snack Bars and Fruit Snacks Deliver Steady Growth as Stapling Reshapes Demand

Chart 1 - Kraš Reduces Napolitanke Pack Size to Maintain Accessible Price Points

Sweet Biscuits Remains the Largest Whilst Snack Bars Delivers the Fastest Growth in Slovenia

Functional Innovation and Value Segmentation Set the Agenda for Future Competition

Chart 2 - AllVe Protein Bars Embed Snack Bars into Daily Consumption Routines

Chart 3 - Value Sales 2021-2031

Chart 4 - Volume Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Snack Bars Expected to Accelerate Growth as New Players Reshape Competition

Brands Look Set to Invest in Visibility and Positioning to Win Crowded Shelves

Chart 6 - Forecast Value Sales 2021-2031

Chart 7 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Krašcommerce Expands Lead as Functional Players Gain Ground

Chart 8 - Company Shares 2026

CHANNELS

Supermarkets and Hypermarkets Lead as Physical Retail Retains Consumer Preference

Retail E-Commerce Supports Functional Snacking but Remains Marginal

Discounters Gain Share as Price Sensitivity Drives Consumers Towards Value

ECONOMIC CONTEXT

Chart 9 - Economic Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 10 - Real Gdp Growth 2021-2031

Chart 11 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 12 - Consumer Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 13 - Population 2021-2031

Chart 14 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Snacks in Slovenia - Industry Overview](#)

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Rising Everyday Consumption and Premiumisation Drive Robust Value Growth

Chart 15 - Spar Natur*Pur Expands Everyday Snacking with Organic Nuts and Dried Fruit

Chocolate Confectionery Maintains Lead as Ice Cream and Savoury Snacks Accelerate

Kraš Adapts Pack Sizes and Spar Natur*Pur Launches Fuel New Buying Habits

Chart 16 - Kraš Adapts Wafer Packaging to Preserve Affordability in Snacks

Chart 17 - Value Sales 2021-2031

Chart 18 - Value Sales by Category 2026

WHAT'S NEXT?

Steady Value Growth and Digital-Driven Fragmentation Will Define Slovenia's Snacks

Premium Innovation and Rising On-The-Go Consumption to Sustain Ice Cream's Lead

Value, Convenience and Digital Transformation to Converge to Reshape Competitive Dynamics

Chart 19 - Forecast Value Sales 2021-2031

Chart 20 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Fragmented Competition and Rising Private Label Presence Challenge Established Brands

Podravka's Sale Signals Heightened Regional Competition and Accelerated Brand Development

Chart 21 - Company Shares 2026

CHANNELS

Planned Purchases and Multipack Promotions Align with Everyday Snacking Habits

Retail E-Commerce Grows as Entrenched Offline Habits Limit Its Competitive Impact

Discounters Accelerate as Affordability Pressures Reshape Channel Dynamics

ECONOMIC CONTEXT

Chart 22 - Economic Context for Snacks

Chart 23 - Real Gdp Growth 2020-2030

Chart 24 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 25 - Consumer Context for Snacks

Chart 26 - Population 2020-2030

Chart 27 - 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/sweet-biscuits-snack-bars-and-fruit-snacks-in-slovenia/report.