



Sweet Spreads in Slovenia

November 2025

[Table of Contents](#)

Sweet Spreads in Slovenia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sweet spreads grow through premiumisation and locally sourced products

INDUSTRY PERFORMANCE

Provenance and premiumisation drive value growth in sweet spreads

Nut and seed based spreads lead growth, driven by premium innovation and online sales

WHAT'S NEXT?

Provenance, premiumisation and digital visibility are expected to sustain growth

Clean labels and lower sugar are set to define evolving health and wellness priorities

EU Breakfast Directives are set to drive transparency, reformulation and premiumisation

COMPETITIVE LANDSCAPE

Ferrero SpA retains its leadership through Nutella's scale, visibility, and brand equity

Natureta drives the fastest value growth through local sourcing and premium positioning

CHANNELS

Wider assortments and product promotions allows hypermarkets to lead distribution

Retail e-commerce posts the fastest growth as the online discovery of premium products expands

CATEGORY DATA

Table 1 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 2 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 6 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 7 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 8 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 9 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 10 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

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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

Retail e-commerce accelerates as Slovenian households embrace the convenience of online shopping

MARKET DATA

Table 12 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 13 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 14 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 17 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 18 - Penetration of Private Label by Category: % Value 2020-2025

Table 19 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 20 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-spreads-in-slovenia/report.