



Euromonitor
International

Cooking Ingredients and Meals in Slovenia

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Cooking Ingredients and Meals in Slovenia

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

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Edible oils records stable growth as Slovenian households balance price, quality and wellness

Other edible oils leads growth as Slovenian consumers trade up for wellness and occasion use

WHAT'S NEXT?

Steady growth is expected as quality, premiumisation, and supply stability drive demand

Health and wellness trends are set to drive premiumisation in edible oils

Retail e-commerce expands access and reach for edible oils in Slovenia

COMPETITIVE LANDSCAPE

Tovarna Olja Gea retains its leadership through supply resilience and enhanced traceability

Monini SpA achieves growth by offering premium quality, and increasing consumer trust

CHANNELS

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2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

Value sales of meals and soups rise, driven by convenience and health trends

Shelf-stable, protein rich ready meals drive value growth among on-the-go shoppers

WHAT'S NEXT?

Shelf-stable and multi-format meals are expected to drive steady value growth

High protein and additive-free positionings are set to drive health-led innovation in meals and soups

Sustainability is expected to become key within sourcing, manufacturing, and packaging

COMPETITIVE LANDSCAPE

ETA Kamnik strengthens trust through sustainable sourcing and clean label innovation

Bolton Adriatic doo accelerates growth through premium, protein-focused ready meal innovation

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INDUSTRY PERFORMANCE

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Heritage blends and innovation drive growth in herbs and spices in 2025

WHAT'S NEXT?

Flavour expansion, premiumisation, and retail e-commerce are set to drive long-term growth

Clean label and nutrient-conscious offerings will drive health and wellness trends in sauces, dips and condiments

Heritage and sustainability will remain important factors for sauces, dips and condiments

COMPETITIVE LANDSCAPE

Atlantic Trade doo leads despite a decline in share during 2025

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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

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