



Euromonitor
International

Plant-Based Dairy in Slovenia

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Innovation in flavours, textures and fortification enhance the appeal of plant-based yoghurt

Boom Box continues to gain momentum and retail value share fast

Broad ranges, convenience and price promotions favour large modern grocery retailers

PROSPECTS AND OPPORTUNITIES

Plant-based dairy to tap into health, sustainability and dietary trends

Better for you positioning to enhance the appeal of "other" plant-based milk

Barista-style trend and fortification to foster the use of milk alternatives

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DISCLAIMER

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