

Dairy Products and Alternatives in Slovenia

<https://marketpublishers.com/r/D87A7194782AEN.html>

Date: September 2023

Pages: 62

Price: US\$ 2,100.00 (Single User License)

ID: D87A7194782AEN

Abstracts

The health and wellness trend is driving the development of dairy products in Slovenia. Fat free or no added sugar products are popular and will likely remain a trend for the first few years of the forecast period. Cheese and yoghurt are perceived as high in nutritional benefits, therefore the demand for such products is growing, while the demand for butter and cream is declining due to their high fat content. A growing trend towards healthier milk products is also driving sales of goat milk, as...

Euromonitor International's Dairy Products and Alternatives in Slovenia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Baby Food, Dairy, Plant-based Dairy.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Dairy Products and Alternatives market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Dairy Products and Alternatives in Slovenia
Euromonitor International
September 2023

LIST OF CONTENTS AND TABLES

DAIRY PRODUCTS AND ALTERNATIVES IN SLOVENIA

EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 1 Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 2 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 4 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 5 Penetration of Private Label by Category: % Value 2018-2023

Table 6 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 7 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 8 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

BABY FOOD IN SLOVENIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume sales of milk formula contract due to declining birth rate and stronger promotion of breastfeeding

Powder special baby milk formula benefits from rising incidences of allergies among babies

Podravka doo retains the outright lead in baby food thanks to the popularity of its Lino brand

PROSPECTS AND OPPORTUNITIES

Forecast period growth of prepared baby food as busy parents embrace its convenience

Strong growth of organic references likely although this trend has the potential to be hampered by ongoing economic uncertainty

One-off meals in tube packages appeal to parents as they are convenient for on the go and easy for babies to consume

CATEGORY DATA

Table 9 Sales of Baby Food by Category: Volume 2018-2023

Table 10 Sales of Baby Food by Category: Value 2018-2023

Table 11 Sales of Baby Food by Category: % Volume Growth 2018-2023

Table 12 Sales of Baby Food by Category: % Value Growth 2018-2023

Table 13 NBO Company Shares of Baby Food: % Value 2019-2023

Table 14 LBN Brand Shares of Baby Food: % Value 2020-2023

Table 15 Distribution of Baby Food by Format: % Value 2018-2023

Table 16 Forecast Sales of Baby Food by Category: Volume 2023-2028

Table 17 Forecast Sales of Baby Food by Category: Value 2023-2028

Table 18 Forecast Sales of Baby Food by Category: % Volume Growth 2023-2028

Table 19 Forecast Sales of Baby Food by Category: % Value Growth 2023-2028

BUTTER AND SPREADS IN SLOVENIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Declining volume sales of butter and cooking fats in response to growing health trend

Atlantic Trade doo retains category lead with launches that feature natural ingredients

Supermarkets and hypermarkets remain the leading channels for butter and spreads due to their wide offer

PROSPECTS AND OPPORTUNITIES

Growing trend towards functionality in butter and spreads leads to the launch of new products with added value

Consumers increasingly embrace products with natural ingredients and no added salt and sugar thanks to the health trend

Forecast period volume sales for butter and spreads as consumers adopt healthier lifestyles

CATEGORY DATA

Table 20 Sales of Butter and Spreads by Category: Volume 2018-2023

Table 21 Sales of Butter and Spreads by Category: Value 2018-2023

Table 22 Sales of Butter and Spreads by Category: % Volume Growth 2018-2023

Table 23 Sales of Butter and Spreads by Category: % Value Growth 2018-2023

Table 24 NBO Company Shares of Butter and Spreads: % Value 2019-2023

Table 25 LBN Brand Shares of Butter and Spreads: % Value 2020-2023

Table 26 Distribution of Butter and Spreads by Format: % Value 2018-2023

Table 27 Forecast Sales of Butter and Spreads by Category: Volume 2023-2028

Table 28 Forecast Sales of Butter and Spreads by Category: Value 2023-2028

Table 29 Forecast Sales of Butter and Spreads by Category: % Volume Growth 2023-2028

Table 30 Forecast Sales of Butter and Spreads by Category: % Value Growth 2023-2028

CHEESE IN SLOVENIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cheese volume and value sales grow with volume sales driven by the functional and health benefits of cheese

Lactalis Group leads in cheese thanks to the popularity of its Jo?t and Mu brands

Small local grocers enjoys rapid growth as consumers continue to buy local, while participants at farmers markets join forces and tour the country

PROSPECTS AND OPPORTUNITIES

Cheese remains a staple in Slovenia with soft cheese benefiting from consumer switches from salty and sweet snacks when seeking a healthier snack

Development in the flavour trend as consumer tastes become more sophisticated

Sustainable packaging becomes more popular over the forecast period as consumers actively seek bio-degradable packaging and less plastic

CATEGORY DATA

Table 31 Sales of Cheese by Category: Volume 2018-2023

Table 32 Sales of Cheese by Category: Value 2018-2023

Table 33 Sales of Cheese by Category: % Volume Growth 2018-2023

Table 34 Sales of Cheese by Category: % Value Growth 2018-2023

Table 35 Sales of Spreadable Processed Cheese by Type: % Value 2018-2023

Table 36 NBO Company Shares of Cheese: % Value 2019-2023

Table 37 LBN Brand Shares of Cheese: % Value 2020-2023

Table 38 Distribution of Cheese by Format: % Value 2018-2023

Table 39 Forecast Sales of Cheese by Category: Volume 2023-2028

Table 40 Forecast Sales of Cheese by Category: Value 2023-2028

Table 41 Forecast Sales of Cheese by Category: % Volume Growth 2023-2028

Table 42 Forecast Sales of Cheese by Category: % Value Growth 2023-2028**DRINKING MILK PRODUCTS IN SLOVENIA****KEY DATA FINDINGS****2023 DEVELOPMENTS**

Shelf-stable milk grows at a faster rate than fresh milk as time-pressed consumers appreciate its longer shelf life

Ongoing appreciation of local producers and their products that initially took root during the height of the pandemic

Soaring unit prices boost demand for private label as consumers seek to economise on daily essentials

PROSPECTS AND OPPORTUNITIES

Growing awareness of the healthy attributes of goat milk boost consumer demand, especially for products of local players

The health trend is boosting demand for functional drinking milk products

Growth in the vegan population and those with a lactose intolerance boost demand for plant-based products and subdue growth of drinking milk products

CATEGORY DATA

Table 43 Sales of Drinking Milk Products by Category: Volume 2018-2023

Table 44 Sales of Drinking Milk Products by Category: Value 2018-2023

Table 45 Sales of Drinking Milk Products by Category: % Volume Growth 2018-2023

Table 46 Sales of Drinking Milk Products by Category: % Value Growth 2018-2023

Table 47 NBO Company Shares of Drinking Milk Products: % Value 2019-2023

Table 48 LBN Brand Shares of Drinking Milk Products: % Value 2020-2023

Table 49 Distribution of Drinking Milk Products by Format: % Value 2018-2023

Table 50 Forecast Sales of Drinking Milk Products Products by Category: Volume 2023-2028

Table 51 Forecast Sales of Drinking Milk Products Products by Category: Value 2023-2028

Table 52 Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2023-2028

Table 53 Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2023-2028

YOGHURT AND SOUR MILK PRODUCTS IN SLOVENIA**KEY DATA FINDINGS****2023 DEVELOPMENTS**

Flavoured yoghurt continues to enjoy rapid growth boosted by growing demand for and availability of more complex flavour combinations

Growing attraction among consumers for natural local products fails to undermine the strong position of the leading larger players

Value-added benefits boost demand for yoghurt among both adults and children

PROSPECTS AND OPPORTUNITIES

Ongoing steady development of retail e-commerce as consumers become accustomed to the convenience of buying online

Strong forecast period growth of yoghurt as players develop the category further through exotic flavour combinations

Functionality and sustainability also help to drive sales of yoghurt and sour milk products

CATEGORY DATA

Table 54 Sales of Yoghurt and Sour Milk Products by Category: Volume 2018-2023

Table 55 Sales of Yoghurt and Sour Milk Products by Category: Value 2018-2023

Table 56 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2018-2023

Table 57 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2018-2023

Table 58 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2019-2023

Table 59 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2020-2023

Table 60 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2018-2023

Table 61 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2023-2028

Table 62 Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2023-2028

Table 63 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2023-2028

Table 64 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2023-2028

OTHER DAIRY IN SLOVENIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mlekarna Celeia remains the leading player in other dairy thanks to its wide range of products

Chilled and shelf stable desserts enjoys rapid growth thanks to consumer drive for

convenience and innovative new flavour launches

Players from the snacks industry enter chilled desserts and boost the competition by leveraging on the popularity of their existing snacks brands

PROSPECTS AND OPPORTUNITIES

New launches feature functionality in the form of added vitamins and minerals

Growing share of discounters in other dairy over the forecast period due to low prices and the further development of the channel

Cream and coffee whiteners record forecast period declines thanks to the health and wellness trend, rise in veganism and increasing instances of lactose intolerance

CATEGORY DATA

Table 65 Sales of Other Dairy by Category: Volume 2018-2023

Table 66 Sales of Other Dairy by Category: Value 2018-2023

Table 67 Sales of Other Dairy by Category: % Volume Growth 2018-2023

Table 68 Sales of Other Dairy by Category: % Value Growth 2018-2023

Table 69 NBO Company Shares of Other Dairy: % Value 2019-2023

Table 70 LBN Brand Shares of Other Dairy: % Value 2020-2023

Table 71 Distribution of Other Dairy by Format: % Value 2018-2023

Table 72 Forecast Sales of Other Dairy by Category: Volume 2023-2028

Table 73 Forecast Sales of Other Dairy by Category: Value 2023-2028

Table 74 Forecast Sales of Other Dairy by Category: % Volume Growth 2023-2028

Table 75 Forecast Sales of Other Dairy by Category: % Value Growth 2023-2028

PLANT-BASED DAIRY IN SLOVENIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth of plant-based dairy due to growing instances of food intolerance and a trend in which consumers generally perceive these products to be healthier

The Alpro brand from Danone remains in the lead while private label benefits from lower prices

Retail e-commerce and discounters register significant forecast period growth in plant-based dairy due to their wider ranges and lower prices than supermarkets

PROSPECTS AND OPPORTUNITIES

Local producers such as Pomurske Mlekarne launch and extend their product lines of plant-based dairy over the forecast period

Innovation significant for plant-based dairy over the forecast period

Growing demand for functionality in plant-based dairy to which industry players respond with new launches

CATEGORY DATA

Table 76 Sales of Plant-Based Dairy by Category: Value 2018-2023

Table 77 Sales of Plant-Based Dairy by Category: % Value Growth 2018-2023

Table 78 NBO Company Shares of Plant-Based Dairy: % Value 2019-2023

Table 79 LBN Brand Shares of Plant-Based Dairy: % Value 2020-2023

Table 80 Distribution of Plant-Based Dairy by Format: % Value 2018-2023

Table 81 Forecast Sales of Plant-Based Dairy by Category: Value 2023-2028

Table 82 Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2023-2028

I would like to order

Product name: Dairy Products and Alternatives in Slovenia

Product link: <https://marketpublishers.com/r/D87A7194782AEN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/D87A7194782AEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970