

Other Dairy in Slovenia

September 2023

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Other Dairy in Slovenia - Category analysis

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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

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DISCLAIMER

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