

# Baby Food in Slovenia

September 2023

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### 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

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