

Cheese in Slovenia

September 2023

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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 Jošt 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

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DISCLAIMER

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