

Butter and Spreads in Slovenia

September 2023

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Butter and Spreads in Slovenia - Category analysis

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
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DISCLAIMER

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