

Dairy Products and Alternatives in Slovenia

September 2023

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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

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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
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PROSPECTS AND OPPORTUNITIES

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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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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

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