

# Processed Meat, Seafood and Alternatives To Meat in Slovenia

December 2023

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# Processed Meat, Seafood and Alternatives To Meat in Slovenia - Category analysis

### **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Global trend of plant-based alternatives drives sales of meat and seafood substitutes

Processed seafood continues to benefit from its healthy positioning, convenience and price

KRAS dd maintains its lead in 2023

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Premiumisation: quality and origin increasingly important

E-commerce set to become a more important distribution channel

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