

# Plant-Based Dairy in Slovenia

September 2023

Table of Contents

## Plant-Based Dairy in Slovenia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Growth of plant-based dairy due to growing instances of food intolerance and a trend in which consumers generally perceive these products to be healthier

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

Local producers such as Pomurske Mlekarne launch and extend their product lines of plant-based dairy over the forecast period

Innovation significant for plant-based dairy over the forecast period

Growing demand for functionality in plant-based dairy to which industry players respond with new launches

#### CATEGORY DATA

Table 1 - Sales of Plant-Based Dairy by Category: Value 2018-2023

Table 2 - Sales of Plant-Based Dairy by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Plant-Based Dairy: % Value 2019-2023

Table 4 - LBN Brand Shares of Plant-Based Dairy: % Value 2020-2023

Table 5 - Distribution of Plant-Based Dairy by Format: % Value 2018-2023

Table 6 - Forecast Sales of Plant-Based Dairy by Category: Value 2023-2028

Table 7 - Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2023-2028

## Dairy Products and Alternatives in Slovenia - Industry Overview

### EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

### MARKET DATA

Table 8 - Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 9 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 10 - NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 11 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 12 - Penetration of Private Label by Category: % Value 2018-2023

Table 13 - Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 14 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 15 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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