

## **Cheese in Slovenia**

Market Direction | 2023-09-28 | 17 pages | Euromonitor

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### **Report description:**

The cheese category is growing in volume and value terms. Inflation is driving the value growth of the category while the functional and health effects provided by consuming cheese are driving the volume growth of the category, where spreadable cheese is the fastest growing category. Consumers more often switch from butter spreads to cheese spreads due to promoted nutritional benefits of cheese, such as high in protein and calcium benefits.

Euromonitor International's Cheese in Slovenia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Hard Cheese, Processed Cheese excl Spreadable, Soft Cheese, Spreadable Cheese.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Cheese market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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##### 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 Jost 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

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