

## **Dairy Products and Alternatives in Slovenia**

Market Direction | 2024-09-10 | 61 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €2150.00
- Multiple User License (1 Site) €4300.00
- Multiple User License (Global) €6450.00

### **Report description:**

Despite ongoing economic challenges, dairy products and alternatives, as a product area, continues to perform stably in Slovenia in 2024. Inflation has subsided due to lower energy costs and the stabilisation of food prices. However, the price increases that occurred towards the end of the review period as a result of inflation have led to a significant rise in price sensitivity amongst most consumers. Major competitors and retailers have employed various tactics, focusing on price and volume pr...

Euromonitor International's Dairy Products and Alternatives 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Baby Food, Dairy, Plant-based Dairy.

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

### **Why buy this report?**

- \* Get a detailed picture of the Dairy Products and Alternatives 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

reliable information resources to help drive informed strategic planning.

**Table of Contents:**

Dairy Products and Alternatives in Slovenia  
Euromonitor International  
September 2024

List Of Contents And Tables

**DAIRY PRODUCTS AND ALTERNATIVES IN SLOVENIA**

**EXECUTIVE SUMMARY**

Dairy products and alternatives in 2024: The big picture  
Key trends in 2024  
Competitive Landscape  
Channel developments  
What next for dairy products and alternatives?

**MARKET DATA**

Table 1 Sales of Dairy Products and Alternatives by Category: Value 2019-2024  
Table 2 Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024  
Table 3 NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024  
Table 4 LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024  
Table 5 Penetration of Private Label by Category: % Value 2019-2024  
Table 6 Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024  
Table 7 Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029  
Table 8 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

**DISCLAIMER**

**SOURCES**

Summary 1 Research Sources

**BABY FOOD IN SLOVENIA**

**KEY DATA FINDINGS**

**2024 DEVELOPMENTS**

Rising demand for organic and premium baby food products  
Prepared baby food leads with new product innovation  
Milk formula and dried baby food face decline

**PROSPECTS AND OPPORTUNITIES**

Demographic challenges to impact future consumption  
Prepared baby food to maintain growth amidst demographic challenges  
Milk formula categories set for continued decline

**CATEGORY DATA**

Table 9 Sales of Baby Food by Category: Volume 2019-2024  
Table 10 Sales of Baby Food by Category: Value 2019-2024  
Table 11 Sales of Baby Food by Category: % Volume Growth 2019-2024  
Table 12 Sales of Baby Food by Category: % Value Growth 2019-2024  
Table 13 NBO Company Shares of Baby Food: % Value 2020-2024  
Table 14 LBN Brand Shares of Baby Food: % Value 2021-2024  
Table 15 Distribution of Baby Food by Format: % Value 2019-2024

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com  
www.scotts-international.com

Table 16 Forecast Sales of Baby Food by Category: Volume 2024-2029

Table 17 Forecast Sales of Baby Food by Category: Value 2024-2029

Table 18 □Forecast Sales of Baby Food by Category: % Volume Growth 2024-2029

Table 19 □Forecast Sales of Baby Food by Category: % Value Growth 2024-2029

## BUTTER AND SPREADS IN SLOVENIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Declining demand for butter and cooking fats due to health concerns

Margarine and spreads outperform butter amidst product expansion

Functionality trend drives product innovation in butter and spreads

#### PROSPECTS AND OPPORTUNITIES

Health and wellness trends to shape future demand

Margarine and spreads set to lead growth, while cooking fats decline

Functional spreads to continue gaining traction

### CATEGORY DATA

Table 20 Sales of Butter and Spreads by Category: Volume 2019-2024

Table 21 Sales of Butter and Spreads by Category: Value 2019-2024

Table 22 Sales of Butter and Spreads by Category: % Volume Growth 2019-2024

Table 23 Sales of Butter and Spreads by Category: % Value Growth 2019-2024

Table 24 NBO Company Shares of Butter and Spreads: % Value 2020-2024

Table 25 LBN Brand Shares of Butter and Spreads: % Value 2021-2024

Table 26 Distribution of Butter and Spreads by Format: % Value 2019-2024

Table 27 Forecast Sales of Butter and Spreads by Category: Volume 2024-2029

Table 28 Forecast Sales of Butter and Spreads by Category: Value 2024-2029

Table 29 □Forecast Sales of Butter and Spreads by Category: % Volume Growth 2024-2029

Table 30 □Forecast Sales of Butter and Spreads by Category: % Value Growth 2024-2029

## CHEESE IN SLOVENIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Stable demand for cheese as a snacking option

Packaged hard cheese leads growth in 2024

Increasing demand for lactose-free cheese options

#### PROSPECTS AND OPPORTUNITIES

Health and wellness trends to support continued demand for cheese

Soft cheese set to benefit from snacking trends

Packaged hard cheese to maintain stable growth and premiumisation

### CATEGORY DATA

Table 31 Sales of Cheese by Category: Volume 2019-2024

Table 32 Sales of Cheese by Category: Value 2019-2024

Table 33 Sales of Cheese by Category: % Volume Growth 2019-2024

Table 34 Sales of Cheese by Category: % Value Growth 2019-2024

Table 35 Sales of Spreadable Cheese by Type: % Value 2019-2024

Table 36 Sales of Soft Cheese by Type: % Value 2019-2024

Table 37 Sales of Hard Cheese by Type: % Value 2019-2024

Table 38 NBO Company Shares of Cheese: % Value 2020-2024

Table 39 LBN Brand Shares of Cheese: % Value 2021-2024

Table 40 □Distribution of Cheese by Format: % Value 2019-2024

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 41 ☐Forecast Sales of Cheese by Category: Volume 2024-2029

Table 42 ☐Forecast Sales of Cheese by Category: Value 2024-2029

Table 43 ☐Forecast Sales of Cheese by Category: % Volume Growth 2024-2029

Table 44 ☐Forecast Sales of Cheese by Category: % Value Growth 2024-2029

## DRINKING MILK PRODUCTS IN SLOVENIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Dairy industry faces challenges following the Russian invasion of Ukraine

Flavoured milk drinks lead category growth in 2024

Growing demand for lactose-free and fat-free milk products

#### PROSPECTS AND OPPORTUNITIES

Plant-based dairy products pose a growing threat to drinking milk

Health and wellness trends to drive fat-free shelf-stable milk growth

Fat-free fresh milk set for moderate growth despite market challenges

#### CATEGORY DATA

Table 45 Sales of Drinking Milk Products by Category: Volume 2019-2024

Table 46 Sales of Drinking Milk Products by Category: Value 2019-2024

Table 47 Sales of Drinking Milk Products by Category: % Volume Growth 2019-2024

Table 48 Sales of Drinking Milk Products by Category: % Value Growth 2019-2024

Table 49 NBO Company Shares of Drinking Milk Products: % Value 2020-2024

Table 50 LBN Brand Shares of Drinking Milk Products: % Value 2021-2024

Table 51 Distribution of Drinking Milk Products by Format: % Value 2019-2024

Table 52 Forecast Sales of Drinking Milk Products by Category: Volume 2024-2029

Table 53 Forecast Sales of Drinking Milk Products by Category: Value 2024-2029

Table 54 ☐Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2024-2029

Table 55 ☐Forecast Sales of Drinking Milk Products by Category: % Value Growth 2024-2029

## YOGHURT AND SOUR MILK PRODUCTS IN SLOVENIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Health and wellness trends drive stable consumer demand

Plain yoghurt and drinking yoghurt witness strong growth

Innovation and new product launches bolster category

#### PROSPECTS AND OPPORTUNITIES

Protein-rich diets and premiumisation to sustain demand

Functional yoghurt and sour milk to gain momentum

Flavoured yoghurt to lead category growth

#### CATEGORY DATA

Table 56 Sales of Yoghurt and Sour Milk Products by Category: Volume 2019-2024

Table 57 Sales of Yoghurt and Sour Milk Products by Category: Value 2019-2024

Table 58 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2019-2024

Table 59 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2019-2024

Table 60 Sales of Flavoured Yoghurt by Flavour: Rankings 2019-2024

Table 61 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2020-2024

Table 62 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2021-2024

Table 63 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2019-2024

Table 64 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2024-2029

Table 65 ☐Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2024-2029

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 66 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2024-2029

Table 67 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2024-2029

## OTHER DAIRY IN SLOVENIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Innovation and premiumisation drive growth

Surge in demand for chilled dairy desserts, chilled snacks and lactose-free cream

Mlekarna Celeia remains the leading player in other dairy thanks to its wide range of products

### PROSPECTS AND OPPORTUNITIES

Convenience and innovation to drive future growth

Shelf-stable dairy desserts poised for strongest growth

Chilled snacks and e-commerce to boost sales

### CATEGORY DATA

Table 68 Sales of Other Dairy by Category: Volume 2019-2024

Table 69 Sales of Other Dairy by Category: Value 2019-2024

Table 70 Sales of Other Dairy by Category: % Volume Growth 2019-2024

Table 71 Sales of Other Dairy by Category: % Value Growth 2019-2024

Table 72 Sales of Cream by Type: % Value 2019-2024

Table 73 NBO Company Shares of Other Dairy: % Value 2020-2024

Table 74 LBN Brand Shares of Other Dairy: % Value 2021-2024

Table 75 Distribution of Other Dairy by Format: % Value 2019-2024

Table 76 Forecast Sales of Other Dairy by Category: Volume 2024-2029

Table 77 □Forecast Sales of Other Dairy by Category: Value 2024-2029

Table 78 □Forecast Sales of Other Dairy by Category: % Volume Growth 2024-2029

Table 79 □Forecast Sales of Other Dairy by Category: % Value Growth 2024-2029

## PLANT-BASED DAIRY IN SLOVENIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Rising demand driven by health, environment, and animal welfare concerns

Soy drinks dominate in volume terms, but competition intensifies

Innovation in plant-based yoghurt and cheese categories

### PROSPECTS AND OPPORTUNITIES

Plant-based dairy to challenge traditional dairy categories

Soy drinks to remain dominant amidst rising competition

Functionality and fortification to drive future growth

### CATEGORY DATA

Table 80 Sales of Plant-Based Dairy by Category: Value 2019-2024

Table 81 Sales of Plant-Based Dairy by Category: % Value Growth 2019-2024

Table 82 NBO Company Shares of Plant-Based Dairy: % Value 2020-2024

Table 83 LBN Brand Shares of Plant-Based Dairy: % Value 2021-2024

Table 84 Distribution of Plant-Based Dairy by Format: % Value 2019-2024

Table 85 Forecast Sales of Plant-Based Dairy by Category: Value 2024-2029

Table 86 Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2024-2029

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Dairy Products and Alternatives in Slovenia

Market Direction | 2024-09-10 | 61 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€2150.00
	Multiple User License (1 Site)	€4300.00
	Multiple User License (Global)	€6450.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-03"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com