



# Rice, Pasta and Noodles in Slovenia

November 2025

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### 2025 DEVELOPMENTS

Pasta remains key growth driver

### INDUSTRY PERFORMANCE

Steady flow of innovation and private label expansion fuel pasta sales

Noodles leads growth

### WHAT'S NEXT?

Steady growth ahead, driven by health, convenience, and private label

Health and wellness trends will bring momentum to mature category

Further growth for e-commerce as cyber security improves

### COMPETITIVE LANDSCAPE

Barilla Adriatic leads rice, pasta, and noodles, followed by strong local competitors

Maggi leads growth as instant noodles gain traction

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## Staple Foods in Slovenia - Industry Overview

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Stable goods shows resilience despite consumer price consciousness

### KEY DATA FINDINGS

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Staple foods shows continued growth in 2025

Private label continues to gain ground

Shift towards local sourcing amid sustainability concerns

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Premiumisation to drive gradual growth but consumers will remain price sensitive

Lifestyle trends will shape future strategies

Distribution channels will continue to evolve

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