



Sweet Biscuits, Snack Bars and Fruit Snacks in Slovenia

August 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health and indulgence trends shape growth

Krašcommerce leads sales but private label retains strong presence

Supermarkets dominate sales while e-commerce emerges as fastest-growing channel

PROSPECTS AND OPPORTUNITIES

Steady growth will be driven by premiumisation, convenience, and snacking trends

Dietary restrictions could inspire innovation in sweet biscuits

Technological innovations will shape future of snacking

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