



Edible Oils in Slovenia

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Edible oils records stable growth driven by wellness, premiumisation, and trusted brands

INDUSTRY PERFORMANCE

Edible oils records stable growth as Slovenian households balance price, quality and wellness
Other edible oils leads growth as Slovenian consumers trade up for wellness and occasion use

WHAT'S NEXT?

Steady growth is expected as quality, premiumisation, and supply stability drive demand
Health and wellness trends are set to drive premiumisation in edible oils
Retail e-commerce expands access and reach for edible oils in Slovenia

COMPETITIVE LANDSCAPE

Tovarna Olja Gea retains its leadership through supply resilience and enhanced traceability
Monini SpA achieves growth by offering premium quality, and increasing consumer trust

CHANNELS

Hypermarkets maintains its lead despite a slight share decline in 2025
Retail e-commerce emerges as the fastest-growing channel for edible oils in Slovenia

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Cooking Ingredients and Meals in Slovenia - Industry Overview

EXECUTIVE SUMMARY

Growth for cooking ingredients and meals is driven by premiumisation, convenience, and health trends

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Premiumisation and convenience drive growth in cooking ingredients and meals in Slovenia
Slovenian households adopt more strategic shopping habits as prices stabilise
Healthier choices and the convenience of retail e-commerce shape shopping habits

WHAT'S NEXT?

Stable economic conditions and evolving consumer preferences will drive steady value growth
Premiumisation and provenance will define competitive strategies across the forecast period
Omnichannel expansion is set to influence the distribution landscape

COMPETITIVE LANDSCAPE

Tovarna Olja Gea d.d. leads through scale, supply resilience, and trusted domestic brands

Brand trust and quality drive growth for Monini SpA and Mutti SpA as private label remains strong

CHANNELS

Hypermarkets retains its leadership in cooking ingredients and meals but lose slight share to value and online channels

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