



# Processed Fruit and Vegetables in Slovenia

November 2025

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## Processed Fruit and Vegetables in Slovenia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Premium, health-focused and sustainable products drive growth

#### INDUSTRY PERFORMANCE

Steady expansion, driven by convenience and everyday cooking needs

Shelf stable tomatoes leads growth

#### WHAT'S NEXT?

Premiumisation will support value growth amid steady demand

Health-driven formulations will gain momentum

Movement towards a greener, more self-sufficient supply chain

#### COMPETITIVE LANDSCAPE

ETA Kamnik leads sales, thanks to strong heritage and broad product range

Private label leads expansion

#### CHANNELS

Hypermarkets and supermarkets lead sales

E-commerce continues to gain ground

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## Staple Foods in Slovenia - Industry Overview

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Stable goods shows resilience despite consumer price consciousness

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#### INDUSTRY PERFORMANCE

Staple foods shows continued growth in 2025

Private label continues to gain ground

Shift towards local sourcing amid sustainability concerns

#### WHAT'S NEXT?

Premiumisation to drive gradual growth but consumers will remain price sensitive

Lifestyle trends will shape future strategies

Distribution channels will continue to evolve

## COMPETITIVE LANDSCAPE

KRAS maintains leadership through heritage and innovation

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