



# Sweet Spreads in Slovenia

November 2025

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## Sweet Spreads in Slovenia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Sweet spreads grow through premiumisation and locally sourced products

#### INDUSTRY PERFORMANCE

Provenance and premiumisation drive value growth in sweet spreads

Nut and seed based spreads lead growth, driven by premium innovation and online sales

#### WHAT'S NEXT?

Provenance, premiumisation and digital visibility are expected to sustain growth

Clean labels and lower sugar are set to define evolving health and wellness priorities

EU Breakfast Directives are set to drive transparency, reformulation and premiumisation

#### COMPETITIVE LANDSCAPE

Ferrero SpA retains its leadership through Nutella's scale, visibility, and brand equity

Natureta drives the fastest value growth through local sourcing and premium positioning

#### CHANNELS

Wider assortments and product promotions allows hypermarkets to lead distribution

Retail e-commerce posts the fastest growth as the online discovery of premium products expands

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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

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sweet-spreads-in-slovenia/report](http://www.euromonitor.com/sweet-spreads-in-slovenia/report).