



# Dairy Products and Alternatives in Slovakia

August 2025

Table of Contents

## Dairy Products and Alternatives in Slovakia

### EXECUTIVE SUMMARY

Dairy products and alternatives in 2025: The big picture

Key trends in 2025

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

### MARKET DATA

Table 1 - Sales of Dairy Products and Alternatives by Category: Value 2020-2025

Table 2 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025

Table 3 - NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025

Table 4 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025

Table 5 - Penetration of Private Label by Category: % Value 2020-2025

Table 6 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025

Table 7 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030

Table 8 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Baby Food in Slovakia

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Weak birth rates limit volume growth despite price-led value gains

Nutricia retains leadership amid difficult conditions as private label gains ground

Drugstores and discounters reshape retail landscape for baby food

#### PROSPECTS AND OPPORTUNITIES

Premiumisation and economic recovery to support gradual value growth

Demand for functional and organic baby food expected to strengthen

Legislative reforms may reshape the pricing landscape over the forecast period

### CATEGORY DATA

Table 9 - Sales of Baby Food by Category: Volume 2020-2025

Table 10 - Sales of Baby Food by Category: Value 2020-2025

Table 11 - Sales of Baby Food by Category: % Volume Growth 2020-2025

Table 12 - Sales of Baby Food by Category: % Value Growth 2020-2025

Table 13 - Sales of Growing-Up Milk Formula by Age: % Value 2020-2025

Table 14 - NBO Company Shares of Baby Food: % Value 2021-2025

Table 15 - LBN Brand Shares of Baby Food: % Value 2022-2025

Table 16 - Distribution of Baby Food by Format: % Value 2020-2025

Table 17 - Forecast Sales of Baby Food by Category: Volume 2025-2030

Table 18 - Forecast Sales of Baby Food by Category: Value 2025-2030

Table 19 - Forecast Sales of Baby Food by Category: % Volume Growth 2025-2030

Table 20 - Forecast Sales of Baby Food by Category: % Value Growth 2025-2030

## Butter and Spreads in Slovakia

### KEY DATA FINDINGS

## 2025 DEVELOPMENTS

Rising prices and tax changes shape consumer demand  
Innovation and affordability strengthen leading players  
Supermarkets defend their lead despite growing online activity

## PROSPECTS AND OPPORTUNITIES

Improved consumer purchasing power supports a recovery in butter consumption  
Health-driven purchasing habits to boost premium and functional products  
Sustainability messaging supports plant-based spreads, but tradition sustains butter

## CATEGORY DATA

Table 21 - Sales of Butter and Spreads by Category: Volume 2020-2025  
Table 22 - Sales of Butter and Spreads by Category: Value 2020-2025  
Table 23 - Sales of Butter and Spreads by Category: % Volume Growth 2020-2025  
Table 24 - Sales of Butter and Spreads by Category: % Value Growth 2020-2025  
Table 25 - NBO Company Shares of Butter and Spreads: % Value 2021-2025  
Table 26 - LBN Brand Shares of Butter and Spreads: % Value 2022-2025  
Table 27 - Distribution of Butter and Spreads by Format: % Value 2020-2025  
Table 28 - Forecast Sales of Butter and Spreads by Category: Volume 2025-2030  
Table 29 - Forecast Sales of Butter and Spreads by Category: Value 2025-2030  
Table 30 - Forecast Sales of Butter and Spreads by Category: % Volume Growth 2025-2030  
Table 31 - Forecast Sales of Butter and Spreads by Category: % Value Growth 2025-2030

## Cheese in Slovakia

## KEY DATA FINDINGS

## 2025 DEVELOPMENTS

Unpackaged cheese drives interest as consumers seek freshness and flexibility  
Local producers gain traction as marketing and innovation support growth  
Supermarkets and discounters expand reach through pricing and private label strength

## PROSPECTS AND OPPORTUNITIES

Rising purchasing power is set to support premiumisation and innovation  
Flexitarian diets position cheese as a preferred protein-rich alternative  
Sustainability pressures drive packaging and production improvements

## CATEGORY DATA

Table 32 - Sales of Cheese by Category: Volume 2020-2025  
Table 33 - Sales of Cheese by Category: Value 2020-2025  
Table 34 - Sales of Cheese by Category: % Volume Growth 2020-2025  
Table 35 - Sales of Cheese by Category: % Value Growth 2020-2025  
Table 36 - Sales of Spreadable Cheese by Type: % Value 2020-2025  
Table 37 - Sales of Soft Cheese by Type: % Value 2020-2025  
Table 38 - Sales of Hard Cheese by Type: % Value 2020-2025  
Table 39 - NBO Company Shares of Cheese: % Value 2021-2025  
Table 40 - LBN Brand Shares of Cheese: % Value 2022-2025  
Table 41 - Distribution of Cheese by Format: % Value 2020-2025  
Table 42 - Forecast Sales of Cheese by Category: Volume 2025-2030  
Table 43 - Forecast Sales of Cheese by Category: Value 2025-2030  
Table 44 - Forecast Sales of Cheese by Category: % Volume Growth 2025-2030  
Table 45 - Forecast Sales of Cheese by Category: % Value Growth 2025-2030

## Drinking Milk Products in Slovakia

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Price sensitivity shapes consumption as VAT shifts and fresh milk gains momentum  
Traditional brands and modern retail strategies define the competitive landscape  
Discounters gain pace as e-commerce expands slowly from a small base

### PROSPECTS AND OPPORTUNITIES

Premiumisation and rising household incomes to support long-term value growth  
Health-focused innovation to gain traction across mainstream channels  
Political debates may reshape VAT structure amid growing demand for fairness

### CATEGORY DATA

Table 46 - Sales of Drinking Milk Products by Category: Volume 2020-2025  
Table 47 - Sales of Drinking Milk Products by Category: Value 2020-2025  
Table 48 - Sales of Drinking Milk Products by Category: % Volume Growth 2020-2025  
Table 49 - Sales of Drinking Milk Products by Category: % Value Growth 2020-2025  
Table 50 - NBO Company Shares of Drinking Milk Products: % Value 2021-2025  
Table 51 - LBN Brand Shares of Drinking Milk Products: % Value 2022-2025  
Table 52 - Distribution of Drinking Milk Products by Format: % Value 2020-2025  
Table 53 - Forecast Sales of Drinking Milk Products by Category: Volume 2025-2030  
Table 54 - Forecast Sales of Drinking Milk Products by Category: Value 2025-2030  
Table 55 - Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2025-2030  
Table 56 - Forecast Sales of Drinking Milk Products by Category: % Value Growth 2025-2030

## Yoghurt and Sour Milk Products in Slovakia

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Traditional dairy options see steady demand amid affordability concerns  
Rajo maintains leadership despite competitive pressure and rebranding  
Supermarkets lead but discounters grow rapidly on affordability and trust

### PROSPECTS AND OPPORTUNITIES

Premiumisation and functional appeal expected to fuel growth  
Fortified yoghurt offerings to benefit from wellness-oriented consumption  
Sustainability becomes a key focus for manufacturers and regulators

### CATEGORY DATA

Table 57 - Sales of Yoghurt and Sour Milk Products by Category: Volume 2020-2025  
Table 58 - Sales of Yoghurt and Sour Milk Products by Category: Value 2020-2025  
Table 59 - Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2020-2025  
Table 60 - Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2020-2025  
Table 61 - Sales of Flavoured Yoghurt by Flavour: Rankings 2020-2025  
Table 62 - NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2021-2025  
Table 63 - LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2022-2025  
Table 64 - Distribution of Yoghurt and Sour Milk Products by Format: % Value 2020-2025  
Table 65 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2025-2030  
Table 66 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2025-2030  
Table 67 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2025-2030  
Table 68 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2025-2030

## Other Dairy in Slovakia

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Cream leads value growth amid rising prices and home-cooking trend  
Competitive landscape intensifies with new players and functional innovations  
Discounters retain the lead while hypermarkets regain momentum

#### PROSPECTS AND OPPORTUNITIES

Premiumisation and tradition to support growth amid rising competition  
Flexitarian diets and health-focused innovation shape future demand  
Sustainability becomes a core expectation rather than a niche concern

#### CATEGORY DATA

Table 69 - Sales of Other Dairy by Category: Volume 2020-2025  
Table 70 - Sales of Other Dairy by Category: Value 2020-2025  
Table 71 - Sales of Other Dairy by Category: % Volume Growth 2020-2025  
Table 72 - Sales of Other Dairy by Category: % Value Growth 2020-2025  
Table 73 - Sales of Cream by Type: % Value 2020-2025  
Table 74 - NBO Company Shares of Other Dairy: % Value 2021-2025  
Table 75 - LBN Brand Shares of Other Dairy: % Value 2022-2025  
Table 76 - Distribution of Other Dairy by Format: % Value 2020-2025  
Table 77 - Forecast Sales of Other Dairy by Category: Volume 2025-2030  
Table 78 - Forecast Sales of Other Dairy by Category: Value 2025-2030  
Table 79 - Forecast Sales of Other Dairy by Category: % Volume Growth 2025-2030  
Table 80 - Forecast Sales of Other Dairy by Category: % Value Growth 2025-2030

## Plant-Based Dairy in Slovakia

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Rising interest in health offsets plant-based VAT disadvantage  
Strong brands lead but face pressure from private label  
Evolving channel dynamics favour discounters and e-commerce

#### PROSPECTS AND OPPORTUNITIES

Growing health consciousness to support steady retail expansion  
Expanding foodservice presence complements wellness-led retail demand  
Environmental impact strengthens brand positioning, but tradition still favours dairy

#### CATEGORY DATA

Table 81 - Sales of Plant-Based Dairy by Category: Value 2020-2025  
Table 82 - Sales of Plant-Based Dairy by Category: % Value Growth 2020-2025  
Table 83 - Sales of Other Plant-Based Milk by Type: % Value 2022-2025  
Table 84 - NBO Company Shares of Plant-Based Dairy: % Value 2021-2025  
Table 85 - LBN Brand Shares of Plant-Based Dairy: % Value 2022-2025  
Table 86 - Distribution of Plant-Based Dairy by Format: % Value 2020-2025  
Table 87 - Forecast Sales of Plant-Based Dairy by Category: Value 2025-2030  
Table 88 - Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2025-2030

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/dairy-products-and-alternatives-in-slovakia/report](http://www.euromonitor.com/dairy-products-and-alternatives-in-slovakia/report).