



# Staple Foods in Slovakia

November 2025

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## Staple Foods in Slovakia

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Households remain heavily reliant on staple foods

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Value for money is an enticing prospect for Slovaks

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Health-led product developments will drive growth

Modern grocery retailers are key to driving sales

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Mecom Group leads a fragmented competitive landscape

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Baked goods benefit from lower VAT

Rising demand for convenience and value supports dessert mixes

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Stable performance despite challenges from competing goods  
Premiumisation to drive value performance  
Product innovations are of vital importance in mature category

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[Breakfast Cereals in Slovakia](#)

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[Rice, Pasta and Noodles in Slovakia](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Steady performance for these core staples

### INDUSTRY PERFORMANCE

Consumers are more reliant on rice, pasta and noodles

Popularity of Asian cuisine supports dynamic growth of plain noodles

### WHAT'S NEXT?

Opportunity for premiumisation as consumer sentiment improves

Healthier lines to emerge over the forecast period

Sustainability will guide strategic efforts

### COMPETITIVE LANDSCAPE

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