



Staple Foods in Slovakia

November 2025

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EXECUTIVE SUMMARY

Households remain heavily reliant on staple foods

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INDUSTRY PERFORMANCE

Price inflation fuels value growth

Value for money is an enticing prospect for Slovaks

WHAT'S NEXT?

Healthy growth prospects for staple foods

Health-led product developments will drive growth

Modern grocery retailers are key to driving sales

COMPETITIVE LANDSCAPE

Mecom Group leads a fragmented competitive landscape

Lidl Slovenská Republika strengthens position with private label range

CHANNELS

Supermarkets is the leading distribution channel

Discounters flourish as purchasing power weakens

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Retail volumes pick up as shoppers seek value

INDUSTRY PERFORMANCE

Baked goods benefit from lower VAT

Rising demand for convenience and value supports dessert mixes

WHAT'S NEXT?

Stable performance despite challenges from competing goods

Premiumisation to drive value performance

Product innovations are of vital importance in mature category

COMPETITIVE LANDSCAPE

Artisanal producers dominate the baked goods landscape

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Other RTE cereals enjoys dynamism

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Premiumisation is expected to drive value sales

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Rising consumer expectations regarding sustainability

COMPETITIVE LANDSCAPE

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Dining at home trend drives demand for convenience foods

WHAT'S NEXT?

Premiumisation trend will evolve as purchasing power recovers

Frozen fruit offers solid growth prospects

Processed food tax is debated by the Slovak government

COMPETITIVE LANDSCAPE

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Steady performance for these core staples

INDUSTRY PERFORMANCE

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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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