



**Euromonitor  
International**

# Processed Meat, Seafood and Alternatives To Meat in Slovakia

November 2025

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

A challenging year for the category

### INDUSTRY PERFORMANCE

Lower purchasing power puts pressure on volume sales

Meat and seafood substitutes attracts new customers

### WHAT'S NEXT?

Premiumisation trend will influence category

Veganism will support demand for alternatives to meat

Cultivated meat is not available in Slovakia

### COMPETITIVE LANDSCAPE

Mecom Group secure the lead in retail value share

Preto Ryba sro drives sales with novelties

### CHANNELS

The supermarket channel gains share in difficult economy

Discounters improve position but typically offer a more limited selection than supermarkets

### CATEGORY DATA

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## Staple Foods in Slovakia - Industry Overview

### EXECUTIVE SUMMARY

Households remain heavily reliant on staple foods

### KEY DATA FINDINGS

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