



Euromonitor  
International

# Processed Meat, Seafood and Alternatives To Meat in Slovenia

November 2025

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Health and wellness-focused innovation drives growth

### INDUSTRY PERFORMANCE

Steady expansion in 2025

Plant-based substitutes lead growth

### WHAT'S NEXT?

Steady growth anticipated

Health and wellness trends will drive innovation

Sustainability will be key industry focus

### COMPETITIVE LANDSCAPE

KRAS retains its dominance

Bolton Trading benefits from increased focus on sustainable sourcing

### CHANNELS

Supermarkets and hypermarkets dominate sales

E-commerce leads growth as distribution landscape becomes increasingly diversified

### CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2020-2025

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[Staple Foods in Slovenia - Industry Overview](#)

## EXECUTIVE SUMMARY

Stable goods shows resilience despite consumer price consciousness

## KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Staple foods shows continued growth in 2025

Private label continues to gain ground

Shift towards local sourcing amid sustainability concerns

### WHAT'S NEXT?

Premiumisation to drive gradual growth but consumers will remain price sensitive

Lifestyle trends will shape future strategies

Distribution channels will continue to evolve

## COMPETITIVE LANDSCAPE

KRAS maintains leadership through heritage and innovation

Don Don leads growth through innovation, brand diversification, and regional expansion

## CHANNELS

Supermarkets and hypermarkets face growing pressure from discounters

E-commerce continues to gain traction

## MARKET DATA

Table 15 - Sales of Staple Foods by Category: Volume 2020-2025

Table 16 - Sales of Staple Foods by Category: Value 2020-2025

Table 17 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 18 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 19 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 20 - LBN Brand Shares of Staple Foods: % Value 2022-2025

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Table 24 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 25 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 26 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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## SOURCES

Summary 1 - Research Sources

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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-slovenia/report](http://www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-slovenia/report).