



Meals and Soups in Slovenia

November 2025

Table of Contents

Meals and Soups in Slovenia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience, health, and sustainability fuel strong growth in meals and soups

INDUSTRY PERFORMANCE

Value sales of meals and soups rise, driven by convenience and health trends

Shelf-stable, protein rich ready meals drive value growth among on-the-go shoppers

WHAT'S NEXT?

Shelf-stable and multi-format meals are expected to drive steady value growth

High protein and additive-free positionings are set to drive health-led innovation in meals and soups

Sustainability is expected to become key within sourcing, manufacturing, and packaging

COMPETITIVE LANDSCAPE

ETA Kamnik strengthens trust through sustainable sourcing and clean label innovation

Bolton Adriatic doo accelerates growth through premium, protein-focused ready meal innovation

CHANNELS

Hypermarkets leads distribution through strong promotions and a wide range of meal solutions

Broader delivery reach and convenience-led launches make retail e-commerce the fastest-growing channel

CATEGORY DATA

Table 1 - Sales of Meals and Soups by Category: Volume 2020-2025

Table 2 - Sales of Meals and Soups by Category: Value 2020-2025

Table 3 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

Table 4 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 6 - LBN Brand Shares of Meals and Soups: % Value 2022-2025

Table 7 - Distribution of Meals and Soups by Format: % Value 2020-2025

Table 8 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 9 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 10 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Cooking Ingredients and Meals in Slovenia - Industry Overview

EXECUTIVE SUMMARY

Growth for cooking ingredients and meals is driven by premiumisation, convenience, and health trends

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Premiumisation and convenience drive growth in cooking ingredients and meals in Slovenia

Slovenian households adopt more strategic shopping habits as prices stabilise

Healthier choices and the convenience of retail e-commerce shape shopping habits

WHAT'S NEXT?

Stable economic conditions and evolving consumer preferences will drive steady value growth

Premiumisation and provenance will define competitive strategies across the forecast period

Omnichannel expansion is set to influence the distribution landscape

COMPETITIVE LANDSCAPE

Tovarna Olja Gea d.d. leads through scale, supply resilience, and trusted domestic brands
Brand trust and quality drive growth for Monini SpA and Mutti SpA as private label remains strong

CHANNELS

Hypermarkets retains its leadership in cooking ingredients and meals but lose slight share to value and online channels
Retail e-commerce accelerates as Slovenian households embrace the convenience of online shopping

MARKET DATA

Table 12 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 13 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 14 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 17 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 18 - Penetration of Private Label by Category: % Value 2020-2025

Table 19 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 20 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

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/meals-and-soups-in-slovenia/report.