



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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Price inflation fuels value growth

Value for money is an enticing prospect for Slovaks

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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

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Baked Goods in Slovakia

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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

COMPETITIVE LANDSCAPE

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[Breakfast Cereals in Slovakia](#)

KEY DATA FINDINGS

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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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INDUSTRY PERFORMANCE

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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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[Processed Meat, Seafood and Alternatives To Meat in Slovakia](#)

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Premiumisation trend will influence category

Veganism will support demand for alternatives to meat

Cultivated meat is not available in Slovakia

COMPETITIVE LANDSCAPE

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

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2025 DEVELOPMENTS

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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