



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

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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

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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.