



Euromonitor
International

Ice Cream in Slovenia

August 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Ice Cream Summary

INDUSTRY PERFORMANCE

Strong Demand Drive Growth as Manufacturers Balance Innovation with Affordability

Chart 1 - Ledo Low-Calorie Sorbet Expands Ice Cream into Everyday Snack Occasions

Ledo Repositions Ice Cream as an Everyday Snack for Health-Conscious Consumers

Ledo Multi-Pack Boosts Value-Driven Purchasing and Family Occasions

Chart 2 - Ledo Multi-Pack Combines Value and Sharing in One Format

Chart 3 - Value Sales 2021-2031

Chart 4 - Volume Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Retailers Are Set to Increase Private Label Focus to Challenge Established Brands

Brand Innovation in At-Home Formats Set to Boost Year-Round Consumption

Consumer Income Growth to Fuel Value and Premium Purchasing Behaviour

Chart 6 - Forecast Value Sales 2021-2031

Chart 7 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Ledo and Incom Sustain Leadership as Private Label Brands Gain Ground

Chart 8 - Company Shares 2026

Chart 9 - Brand Shares 2026

CHANNELS

Hypermarkets, Supermarkets, and Convenience Retailers Attract Value-Focused Shoppers

Discounters Shift Take-Home Habits While Retail E-Commerce Plays Only a Minor Role

Chart 10 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 11 - Economic Context for Ice Cream

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Ice Cream

Chart 15 - Population 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Snacks in Slovenia - Industry Overview

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Rising Everyday Consumption and Premiumisation Drive Robust Value Growth

Chart 17 - Spar Natur*Pur Expands Everyday Snacking with Organic Nuts and Dried Fruit
Chocolate Confectionery Maintains Lead as Ice Cream and Savoury Snacks Accelerate
Kraš Adapts Pack Sizes and Spar Natur*Pur Launches Fuel New Buying Habits
Chart 18 - Kraš Adapts Wafer Packaging to Preserve Affordability in Snacks
Chart 19 - Value Sales 2021-2031
Chart 20 - Value Sales by Category 2026

WHAT'S NEXT?

Steady Value Growth and Digital-Driven Fragmentation Will Define Slovenia's Snacks
Premium Innovation and Rising On-The-Go Consumption to Sustain Ice Cream's Lead
Value, Convenience and Digital Transformation to Converge to Reshape Competitive Dynamics
Chart 21 - Forecast Value Sales 2021-2031
Chart 22 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Fragmented Competition and Rising Private Label Presence Challenge Established Brands
Podravka's Sale Signals Heightened Regional Competition and Accelerated Brand Development
Chart 23 - Company Shares 2026

CHANNELS

Planned Purchases and Multipack Promotions Align with Everyday Snacking Habits
Retail E-Commerce Grows as Entrenched Offline Habits Limit Its Competitive Impact
Discounters Accelerate as Affordability Pressures Reshape Channel Dynamics

ECONOMIC CONTEXT

Chart 24 - Economic Context for Snacks
Chart 25 - Real Gdp Growth 2020-2030
Chart 26 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 27 - Consumer Context for Snacks
Chart 28 - Population 2020-2030
Chart 29 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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.

