



Euromonitor
International

Meals and Soups in Slovakia

November 2025

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Meals and Soups in Slovakia - Category analysis

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2025 DEVELOPMENTS

Growing demand for healthy options but instant noodles pose strong competition

INDUSTRY PERFORMANCE

Health trends and price sensitivity drive growth in meals and soups during 2025

Quality improvement and food kits drive growth in meals and soups

WHATS NEXT?

Meals and soups is set to grow despite economic pressures and polarising consumer behaviour

Both health trends and premiumisation is expected to influence meals and soups

Grilling and ingredient quality is set to influence meals and soups across the forecast period

COMPETITIVE LANDSCAPE

Nestlé Slovensko retains its leadership despite intensifying competition

Private label drives growth through value, innovation and premiumisation

CHANNELS

Supermarkets lead the distribution of meals and soups by offering a wide variety of products

Discounters lead growth through value, quality and network expansion

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Cooking Ingredients and Meals in Slovakia - Industry Overview

EXECUTIVE SUMMARY

Price rises boost private label and encourage price promotions

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Moderate value growth is limited by cost pressures and weak foodservice demand

Rising price sensitivity and promotional activities shape consumer buying habits

Growing health awareness drives demand for healthier, functional alternatives

WHAT'S NEXT?

Value driven purchasing will shift to premiumisation as consumer confidence is set to rise
Rising health awareness is set to shape innovation and product positioning
Taxation and commodity price pressures to weigh on sweet spreads in 2026

COMPETITIVE LANDSCAPE

Orkla Foods maintains its leadership despite a marginal share loss in 2025
Private label records a dynamic performance as more consumers adopt cost-conscious behaviours

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