



**Euromonitor
International**

Staple Foods in Slovakia

November 2024

Table of Contents

EXECUTIVE SUMMARY

- Staple foods in 2024: The big picture
- Key trends in 2024
- Competitive Landscape
- Channel developments
- What next for staple foods?

MARKET DATA

- Table 1 - Sales of Staple Foods by Category: Volume 2019-2024
- Table 2 - Sales of Staple Foods by Category: Value 2019-2024
- Table 3 - Sales of Staple Foods by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Staple Foods by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Staple Foods: % Value 2020-2024
- Table 6 - LBN Brand Shares of Staple Foods: % Value 2021-2024
- Table 7 - Penetration of Private Label by Category: % Value 2019-2024
- Table 8 - Distribution of Staple Foods by Format: % Value 2019-2024
- Table 9 - Forecast Sales of Staple Foods by Category: Volume 2024-2029
- Table 10 - Forecast Sales of Staple Foods by Category: Value 2024-2029
- Table 11 - Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029
- Table 12 - Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Baked goods sales suffer amid further price increases
- Economical choices are a high priority when buying baked goods
- Indulgent baked goods are supported by price promotions

PROSPECTS AND OPPORTUNITIES

- Health trend to add value to baked goods category
- Desire for freshness will prevail over frozen processed baked goods
- Foodservice sales show promising growth

CATEGORY DATA

- Table 13 - Sales of Baked Goods by Category: Volume 2019-2024
- Table 14 - Sales of Baked Goods by Category: Value 2019-2024
- Table 15 - Sales of Baked Goods by Category: % Volume Growth 2019-2024
- Table 16 - Sales of Baked Goods by Category: % Value Growth 2019-2024
- Table 17 - Sales of Pastries by Type: % Value 2019-2024
- Table 18 - NBO Company Shares of Baked Goods: % Value 2020-2024
- Table 19 - LBN Brand Shares of Baked Goods: % Value 2021-2024
- Table 20 - Distribution of Baked Goods by Format: % Value 2019-2024
- Table 21 - Forecast Sales of Baked Goods by Category: Volume 2024-2029
- Table 22 - Forecast Sales of Baked Goods by Category: Value 2024-2029
- Table 23 - Forecast Sales of Baked Goods by Category: % Volume Growth 2024-2029

Table 24 - Forecast Sales of Baked Goods by Category: % Value Growth 2024-2029

Breakfast Cereals in Slovakia

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Rising costs drive price hikes in breakfast cereals
- Healthier variants have a captive audience
- Private label has raised the competitive stakes

PROSPECTS AND OPPORTUNITIES

- Breakfast cereals to face pressure from convenience snacks
- Premiumisation trend is set to gain traction
- Retail e-commerce stands to extend its share of sales

CATEGORY DATA

- Table 25 - Sales of Breakfast Cereals by Category: Volume 2019-2024
- Table 26 - Sales of Breakfast Cereals by Category: Value 2019-2024
- Table 27 - Sales of Breakfast Cereals by Category: % Volume Growth 2019-2024
- Table 28 - Sales of Breakfast Cereals by Category: % Value Growth 2019-2024
- Table 29 - NBO Company Shares of Breakfast Cereals: % Value 2020-2024
- Table 30 - LBN Brand Shares of Breakfast Cereals: % Value 2021-2024
- Table 31 - Distribution of Breakfast Cereals by Format: % Value 2019-2024
- Table 32 - Forecast Sales of Breakfast Cereals by Category: Volume 2024-2029
- Table 33 - Forecast Sales of Breakfast Cereals by Category: Value 2024-2029
- Table 34 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2024-2029
- Table 35 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2024-2029

Processed Fruit and Vegetables in Slovakia

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Health focus and plant-based diets support category development
- Private label bolsters its share as consumers remain frugal
- McCain Foods launches Rustic Chips

PROSPECTS AND OPPORTUNITIES

- Health and convenience will drive sales of processed fruit and vegetables
- Competition fresh fruit and vegetables to remain strong
- Asian cuisine will inject growth into frozen vegetables

CATEGORY DATA

- Table 36 - Sales of Processed Fruit and Vegetables by Category: Volume 2019-2024
- Table 37 - Sales of Processed Fruit and Vegetables by Category: Value 2019-2024
- Table 38 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2019-2024
- Table 39 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2019-2024
- Table 40 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2019-2024
- Table 41 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2020-2024
- Table 42 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2021-2024
- Table 43 - Distribution of Processed Fruit and Vegetables by Format: % Value 2019-2024
- Table 44 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2024-2029
- Table 45 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2024-2029

Table 46 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2024-2029

Table 47 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2024-2029

Processed Meat, Seafood and Alternatives To Meat in Slovakia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Falling meat consumption weakens overall category performance

Grilling products boost appeal of processed meat, seafood and alternatives to meat

Product developments support the development of meat alternatives

PROSPECTS AND OPPORTUNITIES

Volume growth to gain momentum in line with rising purchasing power

New technologies will raise the competitive stakes

Foodservice growth will challenge retail sales

CATEGORY DATA

Table 48 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2019-2024

Table 49 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2019-2024

Table 50 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2019-2024

Table 51 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2019-2024

Table 52 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2019-2024

Table 53 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2019-2024

Table 54 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2019-2024

Table 55 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2019-2024

Table 56 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2019-2024

Table 57 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2024

Table 58 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2024

Table 59 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2019-2024

Table 60 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2024-2029

Table 61 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2024-2029

Rice, Pasta and Noodles in Slovakia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Stagnant volume sales in rice, pasta and noodles

Health awareness is driving the gluten-free trend

Need for convenience is raising the appeal of noodles

PROSPECTS AND OPPORTUNITIES

Plant-based eating and rising prices will support category growth

Retail e-commerce has considerable growth opportunities

Private label penetration set to rise

CATEGORY DATA

Table 62 - Sales of Rice, Pasta and Noodles by Category: Volume 2019-2024

Table 63 - Sales of Rice, Pasta and Noodles by Category: Value 2019-2024

Table 64 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2019-2024

Table 65 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2019-2024

Table 66 - Sales of Instant Noodles by Leading Flavours: Rankings 2019-2024

Table 67 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2020-2024

Table 68 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2021-2024

Table 69 - NBO Company Shares of Rice: % Value 2020-2024

Table 70 - LBN Brand Shares of Rice: % Value 2021-2024

Table 71 - NBO Company Shares of Pasta: % Value 2020-2024

Table 72 - LBN Brand Shares of Pasta: % Value 2021-2024

Table 73 - NBO Company Shares of Noodles: % Value 2020-2024

Table 74 - LBN Brand Shares of Noodles: % Value 2021-2024

Table 75 - Distribution of Rice, Pasta and Noodles by Format: % Value 2019-2024

Table 76 - Distribution of Rice by Format: % Value 2019-2024

Table 77 - Distribution of Pasta by Format: % Value 2019-2024

Table 78 - Distribution of Noodles by Format: % Value 2019-2024

Table 79 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2024-2029

Table 80 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2024-2029

Table 81 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2024-2029

Table 82 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2024-2029

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/staple-foods-in-slovakia/report.