



# Processed Meat, Seafood and Alternatives To Meat in Slovenia

November 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising health awareness and expansion of product ranges drive sales of meat and seafood substitutes  
Processed seafood continues to benefit from its healthy positioning and convenience  
Trend three

PROSPECTS AND OPPORTUNITIES

Further premiumisation and flavour innovation  
Health and wellness trend and growth of veganism will drive demand for chilled meat and seafood substitutes  
Significant growth of e-commerce with improved delivery services and storage conditions

CATEGORY DATA

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Staple Foods in Slovenia - Industry Overview

EXECUTIVE SUMMARY

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

MARKET DATA

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## SOURCES

### Summary 1 - Research Sources

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