

Wine in Slovenia

June 2023

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Wine in Slovenia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Wine consumption picks up post-pandemic Vermouth gains appeal in cocktails, but white wine is preferred choice E-commerce to remain limited in wine retail sales

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Premiumisation trend to drive wine category Champagne faces slow growth as sparkling wine gains popularity Domestic tourism will help promote wine

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Alcoholic Drinks in Slovenia - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture 2022 key trends Competitive landscape Retailing developments On-trade vs off-trade split What next for alcoholic drinks?

MARKET BACKGROUND

Legislation Legal purchasing age and legal drinking age Drink driving Advertising Smoking ban Opening hours On-trade establishments

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