

RTD Coffee in Slovakia

December 2023

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RTD Coffee in Slovakia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

On-the-go lifestyles push sales but weak purchasing power limits demand Few RTD coffee brands able to withstand strong pressure from energy drinks Private label marches on in RTD coffee

PROSPECTS AND OPPORTUNITIES

Health and environmental awareness to impact RTD coffee offer and image Fresh on-the-go coffee threatens to lure consumers away from RTD coffee Intense competition for consumers between RTD coffee and energy drinks

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