

# Carbonates in Slovenia

January 2024

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# Carbonates in Slovenia - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Reduced sugar carbonates continue to gain popularity Players focus on harnessing sustainability Premium carbonates perform well as mixers for alcoholic drinks

# PROSPECTS AND OPPORTUNITIES

Carbonates under pressure from rising health concerns Digital platforms will be key focus of marketing strategies Local craft drinks to emerge in mixers

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