

Tea in Slovenia

January 2026

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Tea in Slovenia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Functional and premium teas drive growth

INDUSTRY PERFORMANCE

Tea continues to benefit from health and wellness trends

Fruit/herbal tea drives growth

WHAT'S NEXT?

Tea to maintain positive trajectory

Technological innovations will support growth

Cold brew and nitro tea innovations to support category expansion

COMPETITIVE LANDSCAPE

Žito doo maintains its lead with 1001 Cvet

Small players drive dynamism in tea

CHANNELS

Hypermarkets lead sales

Retail e-commerce leads growth

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Hot Drinks in Slovenia - Industry Overview

EXECUTIVE SUMMARY

Moderate growth in 2025, as inflationary pressures

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Premiumisation trend sustains value growth

Persistently high prices frustrate local consumers

Health and sustainability shape consumer choices

WHAT'S NEXT?

Continued growth expected, supported by premiumisation

Competitive landscape will remain stable

Retail e-commerce will approach maturity

COMPETITIVE LANDSCAPE

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Private label gains traction

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Modern grocery channels lead hot drinks distribution

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