Euromonitor International

Concentrates in Slovenia

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Concentrates in Slovenia - Category analysis

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2025 DEVELOPMENTS

Concentrates face shifting preferences towards healthier variants

INDUSTRY PERFORMANCE

Concentrates sees relatively flat performance

Powder variants lead growth

WHAT'S NEXT?

Subdued performance for concentrates

Growing manufacturer focus on powder concentrates

Shift towards healthier options

COMPETITITVE LANDSCAPE

Atlantic Trade doo leads concentrates, supported by strong brand equity

Vital Mestinje doo drives growth through strong value positioning

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Supermarkets leads concentrates distribution

E-commerce reshapes distribution of concentrates

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Soft Drinks in Slovenia - Industry Overview

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Soft drinks landscape becomes increasingly polarised

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Modest growth for soft drinks

Manufacturers navigate a polarised landscape
Health and wellness claims move into the mainstream

WHAT'S NEXT?

Continued growth, despite demographic constraints
New entrants expected as private label strengthens
E-commerce to drive growth while modern grocery retailers will remain dominant

COMPETITIVE LANDSCAPE

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