RTD Coffee in Slovakia

December 2022

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RTD Coffee in Slovakia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Cross-category competition and specialist showcasing helps drive growth in a niche product arena
New bottle deposit scheme benefits the environment but is less convenient for local consumers
Strategic marketing and product promotion are key to maintaining interest in RTD coffee as other soft drinks players vie for share.

PROSPECTS AND OPPORTUNITIES

Popular coffee brands will continue to gain ground, but significant gains are unlikely until household purchasing power strengthens
Cross-category product innovation will be necessary to maintain consumer interest in the years ahead
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