Euromonitor International

# Cider/Perry in Slovakia

August 2026

Table of Contents

## Cider/Perry in Slovakia - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cider/Perry Summary

INDUSTRY PERFORMANCE

Major Brands Exit as Shoppers Turn to Flavoured Beer and Moderation
Alpl Golden Times Sparks Interest in "Lighter" Drinking Occasions
Chart 1 - Nolo Cider Grows Appeal in Slovakia
Chart 2 - Volume Sales 2020-2030
Chart 3 - Volume Sales by Category 2025

WHAT'S NEXT?

Premium Local Ciders to Attract Experience Seekers as Mainstream Demand Wanes
Non Alcoholic Ciders/Perry to Leverage Moderation Trends to Push Volume Growth
Chart 4 - Forecast Volume Sales 2020-2030
Chart 5 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Heineken Slovensko Consolidates Top Position as Regional Brands Tap Local Consumers' Preferences
Chart 6 - Company Shares 2025
Chart 7 - Brand Shares 2025

CHANNELS

Discounters Expand Reach as Hypermarkets Face Share Erosion
Wolt Accelerates Online Growth with Rapid Urban Deliveries

ECONOMIC CONTEXT

Chart 8 - Economic Context for Cider/Perry
Chart 9 - Real Gdp Growth 2020-2030
Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Cider/Perry
Chart 12 - Population 2020-2030
Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

## Alcoholic Drinks in Slovakia - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Economic Concerns Dampen Discretionary Purchases, Including Alcoholic Drinks
Beer Retains Dominance as Drinking Occasions Evolve
Rtds Leverage Innovation to Capture "Lighter" Drinking Moments
Chart 14 - Rtds Gain Visibility in Slovakia
Chart 15 - Volume Sales 2020-2030
Chart 16 - Volume Sales by Category 2025

WHAT'S NEXT?

Premium and Nolo Drinks to Offer Bright Spots
Consumers Prioritise Convenience and Variety by Embracing Fast E-Commerce Delivery
Beer Leverages Versatility and Enduring Appeal, While Sparkling Wine and Rtds Align with Moderation and Convenience Trends
Chart 17 - Forecast Volume Sales 2020-2030
Chart 18 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

The Leaders Defend Their Ground as Discounting Intensifies
Kofola'S Entry and Old Herold'S Acquisition Could Disrupt the Competitive Landscape
Chart 19 - Company Shares 2025
Chart 20 - Brand Shares 2025

CHANNELS

Discounters and Supermarkets Expand as Consumers Seek Value
Off-Trade Widens Lead as Drink-At-Home Habits Persist

MARKET BACKGROUND

Legislation
Legal Purchasing Age and Legal Drinking Age
Drink Driving
Advertising
Smoking Ban
Opening Hours
On-Trade Establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade
Duty Free
Cross-Border/Private Imports

ECONOMIC CONTEXT

Chart 21 - Economic Context for Alcoholic Drinks
Chart 22 - Real Gdp Growth 2020-2030
Chart 23 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 24 - Consumer Context for Alcoholic Drinks
Chart 25 - Population 2020-2030
Chart 26 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the

key markets, competitive environment and future outlook across a range of industries.

- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cider-perry-in-slovakia/report.