

Rtds in Slovenia

June 2023

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Rtds in Slovenia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Product development focuses on spirit-based RTDs Hard seltzers support development of RTDs Wine-based RTDs lag behind other subcategories

PROSPECTS AND OPPORTUNITIES

Health and wellness to remain a key driver Premiumization trend to shape development of RTDs Functional trend set to emerge in upcoming years

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Alcoholic Drinks in Slovenia - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture 2022 key trends Competitive landscape Retailing developments On-trade vs off-trade split What next for alcoholic drinks?

MARKET BACKGROUND

Legislation Legal purchasing age and legal drinking age Drink driving Advertising Smoking ban Opening hours On-trade establishments

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DISCLAIMER

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