

# Juice in Slovakia

December 2022

Table of Contents

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Functionality and health and wellness remain key drivers within juice, despite a gloomy economic climate  
Recyclability increases competition within juice in 2022 as some packaging formats remain exempt from mandatory depository fees  
Private-label benefits from increasing price sensitivity, but big brands are competing with intense marketing and promotional campaigns

### PROSPECTS AND OPPORTUNITIES

Premiumisation health and wellness trends will favour locally produced, freshly squeezed juices with innovative flavours  
Health and wellness trend will align with demands for greater sustainability in the coming years  
E-commerce will benefit from its ability to offer delivery of larger packages, fuelling sales of juice in turn

### CATEGORY DATA

- Table 1 - Off-trade Sales of Juice by Category: Volume 2017-2022
- Table 2 - Off-trade Sales of Juice by Category: Value 2017-2022
- Table 3 - Off-trade Sales of Juice by Category: % Volume Growth 2017-2022
- Table 4 - Off-trade Sales of Juice by Category: % Value Growth 2017-2022
- Table 5 - NBO Company Shares of Off-trade Juice: % Volume 2018-2022
- Table 6 - LBN Brand Shares of Off-trade Juice: % Volume 2019-2022
- Table 7 - NBO Company Shares of Off-trade Juice: % Value 2018-2022
- Table 8 - LBN Brand Shares of Off-trade Juice: % Value 2019-2022
- Table 9 - Forecast Off-trade Sales of Juice by Category: Volume 2022-2027
- Table 10 - Forecast Off-trade Sales of Juice by Category: Value 2022-2027
- Table 11 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2022-2027
- Table 12 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2022-2027

## Soft Drinks in Slovakia - Industry Overview

### EXECUTIVE SUMMARY

- Soft drinks in 2022: The big picture
- 2022 key trends
- Competitive landscape
- Retailing developments
- Foodservice vs retail split
- What next for soft drinks?

### MARKET DATA

- Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022
- Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022
- Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022
- Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022
- Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021
- Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021
- Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021
- Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021
- Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022
- Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022
- Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2017-2022
- Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022
- Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022
- Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022
- Table 27 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022

Table 28 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022  
Table 29 - NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022  
Table 30 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022  
Table 31 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2017-2022  
Table 32 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2017-2022  
Table 33 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022  
Table 34 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022  
Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027  
Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027  
Table 37 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027  
Table 38 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027  
Table 39 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027  
Table 40 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027  
Table 41 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027  
Table 42 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027  
Table 43 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027  
Table 44 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

## APPENDIX

Fountain sales in Slovakia

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## SOURCES

Summary 1 - Research Sources

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