

RTD Coffee in Slovenia

December 2022

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RTD Coffee in Slovenia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

RTD coffee sales rise as consumers appreciate coffee options on-the-go
Functional energy drinks boost growth as players provide added benefits
Atlantic Trade retains its lead as Starbucks enters the landscape

PROSPECTS AND OPPORTUNITIES

Premiumisation will focus on flavour to boost retail value growth
Health and wellness offerings drive sales across the coming years
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