



# Coffee in Slovenia

January 2026

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## Coffee in Slovenia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Coffee sees premium-led growth

#### INDUSTRY PERFORMANCE

Premiumisation drives growth

Fresh ground coffee pods leads growth

#### WHAT'S NEXT?

Premiumisation and e-commerce to support sales growth

Rising consumer sophistication will drive investment in higher-quality, single-origin coffees

Health and safety considerations to shape coffee consumption

#### COMPETITIVE LANDSCAPE

Atlantic Trade doo leads with Barcaffè

Zlati Minas gains popularity

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Hypermarkets channel leads sales

Retail e-commerce shows continued dynamism

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### EXECUTIVE SUMMARY

Moderate growth in 2025, as inflationary pressures

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#### INDUSTRY PERFORMANCE

Premiumisation trend sustains value growth

Persistently high prices frustrate local consumers

Health and sustainability shape consumer choices

#### WHAT'S NEXT?

Continued growth expected, supported by premiumisation

Competitive landscape will remain stable

Retail e-commerce will approach maturity

## COMPETITIVE LANDSCAPE

Atlantic Trade doo leads sales

Private label gains traction

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Modern grocery channels lead hot drinks distribution

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