



# RTD Tea in Slovenia

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## RTD Tea in Slovenia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

RTD tea benefits from health and wellness trends and innovation

#### INDUSTRY PERFORMANCE

RTD outperforms overall soft drinks market due to health-led demand

Regular and reduced sugar variants benefit from high number of new product launches

#### WHAT'S NEXT?

RTD tea poised for steady growth

Advanced technologies will drive improvements to product quality, efficiency and sustainability

Anticipated shift towards more sophisticated, healthier offerings

#### COMPETITIVE LANDSCAPE

Nika Bev doo retains leadership

Coca-Cola HBC Slovenija doo leads growth, following entry of Nestea

#### CHANNELS

Modern grocery retailers lead sales

E-commerce strengthens its role

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Soft drinks landscape becomes increasingly polarised

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#### INDUSTRY PERFORMANCE

Modest growth for soft drinks

Manufacturers navigate a polarised landscape

Health and wellness claims move into the mainstream

#### WHAT'S NEXT?

Continued growth, despite demographic constraints

New entrants expected as private label strengthens

E-commerce to drive growth while modern grocery retailers will remain dominant

## COMPETITIVE LANDSCAPE

Radenska retains its leadership

Nestlé Adriatic emerges as most dynamic soft drinks company

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Supermarkets and hypermarkets dominate soft drinks distribution

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## SOURCES

Summary 1 - Research Sources

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