



Euromonitor
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RTD Tea in Slovenia

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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

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E-commerce strengthens its role

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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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SOURCES

Summary 1 - Research Sources

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