



Euromonitor
International

RTD Coffee in Slovakia

December 2025

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RTD Coffee in Slovakia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD coffee struggles as sugar tax, soaring input costs and fierce competition bite in 2025

INDUSTRY PERFORMANCE

RTD coffee demand falls as sugar tax and high coffee prices push up unit costs

RTD coffee remains the most dynamic format within its tiny segment, but still lags energy drinks

WHAT'S NEXT?

RTD coffee set to return to growth as mobility, convenience and premiumisation trends strengthen

Foodservice recovery, innovation and digital channels will shape category dynamics

Tougher VAT regime and scrutiny of energy drinks create both headwinds and opportunities

COMPETITIVE LANDSCAPE

Hell Energy SK sro retains leadership by leveraging cross-category strength

Rajo (Meggle Slovakia) drives growth with milk-based café-style innovation

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Supermarkets remain the main gateway to chilled coffee

Discounters gain momentum as private label and sharp pricing win over cautious shoppers

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Soft drinks struggle under taxation pressure and subdued consumer sentiment

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INDUSTRY PERFORMANCE

Health-driven reformulation gains visibility but is constrained by uniform taxation

Rising competition from non-alcoholic beer limits soft drinks recovery

Energy drinks remain resilient despite economic pressure and rising competition

WHAT'S NEXT?

Soft drinks to face constrained volume recovery amid intensifying cross-category competition

Premiumisation to accelerate as consumers seek healthier and cleaner formulations

Heightened legislative pressure to reshape category dynamics and pricing strategies

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Coca-Cola HBC Slovakia maintains leadership but diversifies focus amid category stagnation

Mineralne Vody advances rapidly as bottled water outperforms taxed categories

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