



Other Hot Drinks in Slovakia

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Other Hot Drinks in Slovakia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Cocoa price shocks, sugar taxation and cautious consumers reshape category performance

INDUSTRY PERFORMANCE

Rising cocoa prices drive strong value growth despite pressure on household budgets

Flavoured powder drinks remain the most dynamic category in current value terms

WHAT'S NEXT?

Premiumisation and sustained high input prices underpin forecast category growth

Sustainability, quality expectations and digitalisation shape next-generation product strategies

Legislative pressures reinforce price growth and intensify consumer downtrading

COMPETITIVE LANDSCAPE

Nestlé maintains leadership but loses volume share due to price pressures

Private label ranges outperform as price sensitivity reshapes competitive dynamics

CHANNELS

Convenience stores remain key for habitual purchases but face pressure from value-focused formats

Supermarkets lead in growth thanks to strong promotions, broad assortments and loyalty integration

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Persistent cost pressures and shifting consumer priorities shape market behaviour

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Premium coffee culture persists despite restrained household budgets

Sugar taxation reshapes pricing, portfolios and demand dynamics

WHAT'S NEXT?

Gradual premiumisation and rising unit prices will define forecast performance

Health and sustainability trends accelerate portfolio innovation

Cross-border shopping and legislative uncertainty act as a drag on growth

COMPETITIVE LANDSCAPE

Nestlé Slovensko retains leadership through strong promotions and broad distribution

Nestlé emerges as one of the most dynamic performers through sustainability commitments and strategic pricing

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