

Cider/Perry in Slovakia

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Cider/perry category suffers from the departure of brands
Heineken Slovensko bolsters its strong lead in cider/perry
Supermarket channel is favoured for value for money and convenience

PROSPECTS AND OPPORTUNITIES

Lack of promotional support compared to flavoured beers and RTDs
Sustainability to play a growing role in cider/perry
Flavour innovation is crucial to gain traction

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Alcoholic Drinks in Slovakia - Industry Overview

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On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade

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