



Carbonates in Slovenia

January 2026

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Carbonates in Slovenia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health trends reshape consumption

INDUSTRY PERFORMANCE

Modest growth for carbonates as consumers shift to perceive healthier soft drinks

Reduced-sugar other non-cola carbonates sees fastest growth

WHAT'S NEXT?

Minimal growth expected as consumers shift towards healthier beverages

Carbonates to embrace health-focused innovation and product diversification

Regulatory changes to impact manufacturer strategies

COMPETITIVE LANDSCAPE

Coca-Cola HBC Slovenija doo leads sales with broad brand portfolio

Jamnica doo drives growth through innovation

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Retail e-commerce leads growth

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Soft Drinks in Slovenia - Industry Overview

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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

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