



RTD Tea in Slovakia

December 2025

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RTD Tea in Slovakia - Category analysis

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2025 DEVELOPMENTS

Sugar tax shock and changing health priorities reshape RTD tea in 2025

INDUSTRY PERFORMANCE

RTD tea loses momentum amid sugar tax shock, weaker weather and squeezed wallets

Carbonated RTD tea and kombucha stand out, but cannot escape decline

WHAT'S NEXT?

Gradual recovery ahead, powered by premium, functional and low-sugar RTD teas

Sustainability and packaging innovation shape the next phase of RTD tea

Fiscal pressure continues, but sentiment improves later in the period

COMPETITIVE LANDSCAPE

Coca-Cola HBC defends leadership in a hostile year

Maspex gains ground, while newcomers test premium niches

CHANNELS

Supermarkets anchor distribution with breadth, visibility and promotions

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COUNTRY REPORTS DISCLAIMER

Soft Drinks in Slovakia - Industry Overview

EXECUTIVE SUMMARY

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

COMPETITIVE LANDSCAPE

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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