



# Tea in Slovakia

December 2025

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Colder weather, sugar taxation and wellness concerns shift hot drink demand back towards tea

### INDUSTRY PERFORMANCE

Wellness positioning and price sensitivity shape everyday tea consumption patterns

Herbal and traditional medicinal teas lead growth as health and natural remedies gain traction

### WHAT'S NEXT?

Premium functional teas and mature consumption patterns underpin forecast value growth

Innovation, convenience and sustainability reshape how tea is bought and consumed

Wellness and sustainability become core expectations rather than niche differentiators

### COMPETITIVE LANDSCAPE

Baliarne Obchodu as Poprad leverages strong local roots and broad positioning to sustain leadership

Teekanne gains momentum through premium positioning, functional innovation and strong promotion

### CHANNELS

Supermarkets consolidate their central role as the primary destination for tea purchases

Supermarkets also drive the strongest growth thanks to network expansion and promotional intensity

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Hot Drinks in Slovakia - Industry Overview

## EXECUTIVE SUMMARY

Persistent cost pressures and shifting consumer priorities shape market behaviour

## KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

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

Nestl  Slovensko retains leadership through strong promotions and broad distribution

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

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