



Juice in Slovenia

January 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Health, innovation and digitalisation shape juice landscape

INDUSTRY PERFORMANCE

Juice sales in Slovenia grow steadily amid flavour innovation and launch of new healthier variants

Not-from-concentrate 100% juice leads growth

WHAT'S NEXT?

Juice growth to moderate amid changing consumer preferences

Digitalisation and automation will reshape Slovenia's juice industry

Legislative changes will impact juice producers

COMPETITIVE LANDSCAPE

Fructal doo leads juice with strong brand recognition

Private label shows greatest dynamism

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E-commerce taps into increasingly busy lifestyles

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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

Radenska retains its leadership

Nestlé Adriatic emerges as most dynamic soft drinks company

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Summary 1 - Research Sources

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