



Sports Drinks in Slovenia

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Health, innovation, and convenience drive growth of sports drinks

INDUSTRY PERFORMANCE

Sports drinks expand amid rising fitness trends

Regular sports drinks dominates sales

WHAT'S NEXT?

Sports drinks set for continued growth, driven by health-conscious consumers

Innovation will continue apace

Shift towards clean-label and sustainable formulations

COMPETITIVE LANDSCAPE

Nika Bev doo leads sports drinks

Niche brands drive growth

CHANNELS

Hypermarkets dominate sports drinks distribution

E-commerce strengthens its role

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Soft drinks landscape becomes increasingly polarised

KEY DATA FINDINGS

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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SOURCES

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