



Euromonitor  
International

# Energy Drinks in Slovakia

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## Energy Drinks in Slovakia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Functional positioning and strong brand images help energy drinks outperform a struggling soft drinks market

#### INDUSTRY PERFORMANCE

Energy drinks show strong resilience as functional benefits outweigh price sensitivity

Reduced sugar variants gain momentum despite equal tax treatment

#### WHAT'S NEXT?

Steady growth ahead, with maturing demand and increasing competition moderating momentum

Digital activation, gaming partnerships and data-driven promotions sharpen energy drink engagement

Fiscal and regulatory scrutiny intensifies, raising costs and potential access barriers

#### COMPETITIVE LANDSCAPE

Hell Energy consolidates leadership through reach, pricing and strong taste credentials

Monster and private label gain, but premium brands feel sugar tax impact differently

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### 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

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