



Juice in Slovakia

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Sugar tax, rising costs and trading down reshape the role of juice in Slovak households

INDUSTRY PERFORMANCE

Price-sensitive households cut back as sugar tax and competition weigh on everyday juice consumption

Not from concentrate 100% juice benefits from narrower price gap and stronger health credentials

WHAT'S NEXT?

Premiumisation and health-led positioning to underpin a gradual recovery in juice

Innovation in no-added-sugar recipes and sustainable packaging to support value growth

Fiscal tightening reinforces the shift towards 100% juice while constraining overall demand

COMPETITIVE LANDSCAPE

Maspex defends leadership through Relax branding and portfolio stretch into mocktails

Coop Jednota's value-for-money juices gain traction under health-forward private label positioning

CHANNELS

Supermarkets remain the primary destination for juice, balancing breadth, promotions and convenience

Discounters gain share as budget-conscious households shift towards private label juices

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[Soft Drinks in Slovakia - Industry Overview](#)

EXECUTIVE SUMMARY

Soft drinks struggle under taxation pressure and subdued consumer sentiment

KEY DATA FINDINGS

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

CHANNELS

Supermarkets strengthen their role as consumers prioritise convenience and promotions
Discounters emerge as the strongest offline growth driver while e-commerce accelerates
Foodservice vs retail split

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