



Hot Drinks in Slovenia

January 2026

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EXECUTIVE SUMMARY

Moderate growth in 2025, as inflationary pressures

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INDUSTRY PERFORMANCE

Premiumisation trend sustains value growth

Persistently high prices frustrate local consumers

Health and sustainability shape consumer choices

WHAT'S NEXT?

Continued growth expected, supported by premiumisation

Competitive landscape will remain stable

Retail e-commerce will approach maturity

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Private label gains traction

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Coffee sees premium-led growth

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