

Tea in Slovenia

January 2026

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2025 DEVELOPMENTS

Functional and premium teas drive growth

INDUSTRY PERFORMANCE

Tea continues to benefit from health and wellness trends

Fruit/herbal tea drives growth

WHAT'S NEXT?

Tea to maintain positive trajectory

Technological innovations will support growth

Cold brew and nitro tea innovations to support category expansion

COMPETITIVE LANDSCAPE

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Small players drive dynamism in tea

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Hypermarkets lead sales

Retail e-commerce leads growth

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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

COMPETITIVE LANDSCAPE

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Private label gains traction

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