



Euromonitor
International

RTD Coffee in Slovenia

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RTD Coffee in Slovenia - Category analysis

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2025 DEVELOPMENTS

RTD coffee thrives on back of busier lifestyles

INDUSTRY PERFORMANCE

RTD coffee retains growth momentum, driven by convenience and innovation

Innovation centres around non-dairy and sugar-free variants

WHAT'S NEXT?

RTD coffee will continue to see robust growth

Flavour, sustainability and customisation will be key areas of focus

Health and wellness trend will impact manufacturer strategies

COMPETITIVE LANDSCAPE

Atlantic Trade doo leads with Rauch Cafemio

Nestlé Adriatic doo drives growth with Nescafé

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Convenience stores lead RTD coffee distribution

Retail e-commerce continues to gain strength

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Soft drinks landscape becomes increasingly polarised

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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

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Nestlé Adriatic emerges as most dynamic soft drinks company

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Summary 1 - Research Sources

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