



**Euromonitor
International**

RTD Coffee in Slovakia

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RTD Coffee in Slovakia - Category analysis

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2025 DEVELOPMENTS

RTD coffee struggles as sugar tax, soaring input costs and fierce competition bite in 2025

INDUSTRY PERFORMANCE

RTD coffee demand falls as sugar tax and high coffee prices push up unit costs

RTD coffee remains the most dynamic format within its tiny segment, but still lags energy drinks

WHAT'S NEXT?

RTD coffee set to return to growth as mobility, convenience and premiumisation trends strengthen

Foodservice recovery, innovation and digital channels will shape category dynamics

Tougher VAT regime and scrutiny of energy drinks create both headwinds and opportunities

COMPETITIVE LANDSCAPE

Hell Energy SK sro retains leadership by leveraging cross-category strength

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Soft drinks struggle under taxation pressure and subdued consumer sentiment

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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?

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Premiumisation to accelerate as consumers seek healthier and cleaner formulations

Heightened legislative pressure to reshape category dynamics and pricing strategies

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Mineralne Vody advances rapidly as bottled water outperforms taxed categories

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