

Carbonates in Slovenia

January 2026

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2025 DEVELOPMENTS

Health trends reshape consumption

INDUSTRY PERFORMANCE

Modest growth for carbonates as consumers shift to perceive healthier soft drinks

Reduced-sugar other non-cola carbonates sees fastest growth

WHAT'S NEXT?

Minimal growth expected as consumers shift towards healthier beverages

Carbonates to embrace health-focused innovation and product diversification

Regulatory changes to impact manufacturer strategies

COMPETITIVE LANDSCAPE

Coca-Cola HBC Slovenija doo leads sales with broad brand portfolio

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Modest growth for soft drinks

Manufacturers navigate a polarised landscape

Health and wellness claims move into the mainstream

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Continued growth, despite demographic constraints

New entrants expected as private label strengthens

E-commerce to drive growth while modern grocery retailers will remain dominant

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