



Euromonitor
International

RTD Tea in Slovakia

December 2025

Table of Contents

RTD Tea in Slovakia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sugar tax shock and changing health priorities reshape RTD tea in 2025

INDUSTRY PERFORMANCE

RTD tea loses momentum amid sugar tax shock, weaker weather and squeezed wallets

Carbonated RTD tea and kombucha stand out, but cannot escape decline

WHAT'S NEXT?

Gradual recovery ahead, powered by premium, functional and low-sugar RTD teas

Sustainability and packaging innovation shape the next phase of RTD tea

Fiscal pressure continues, but sentiment improves later in the period

COMPETITIVE LANDSCAPE

Coca-Cola HBC defends leadership in a hostile year

Maspex gains ground, while newcomers test premium niches

CHANNELS

Supermarkets anchor distribution with breadth, visibility and promotions

Discounters gain share with sharp prices and expanding private label ranges

CATEGORY DATA

Table 1 - Off-trade Sales of RTD Tea by Category: Volume 2020-2025

Table 2 - Off-trade Sales of RTD Tea by Category: Value 2020-2025

Table 3 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2020-2025

Table 4 - Off-trade Sales of RTD Tea by Category: % Value Growth 2020-2025

Table 5 - Leading Flavours for Off-trade RTD Tea: % Volume 2020-2025

Table 6 - NBO Company Shares of Off-trade RTD Tea: % Volume 2021-2025

Table 7 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2022-2025

Table 8 - NBO Company Shares of Off-trade RTD Tea: % Value 2021-2025

Table 9 - LBN Brand Shares of Off-trade RTD Tea: % Value 2022-2025

Table 10 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2025-2030

Table 11 - Forecast Off-trade Sales of RTD Tea by Category: Value 2025-2030

Table 12 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2025-2030

Table 13 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Soft Drinks in Slovakia - Industry Overview

EXECUTIVE SUMMARY

Soft drinks struggle under taxation pressure and subdued consumer sentiment

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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?

Soft drinks to face constrained volume recovery amid intensifying cross-category competition

Premiumisation to accelerate as consumers seek healthier and cleaner formulations
Heightened legislative pressure to reshape category dynamics and pricing strategies

COMPETITIVE LANDSCAPE

Coca-Cola HBC Slovakia maintains leadership but diversifies focus amid category stagnation
Mineralne Vody advances rapidly as bottled water outperforms taxed categories

CHANNELS

Supermarkets strengthen their role as consumers prioritise convenience and promotions
Discounters emerge as the strongest offline growth driver while e-commerce accelerates
Foodservice vs retail split

MARKET DATA

Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025
Table 15 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025
Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025
Table 17 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025
Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025
Table 19 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025
Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025
Table 21 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025
Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025
Table 23 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025
Table 24 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025
Table 25 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025
Table 26 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025
Table 27 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025
Table 28 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2021-2025
Table 29 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2022-2025
Table 30 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2021-2025
Table 31 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2022-2025
Table 32 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025
Table 33 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025
Table 34 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025
Table 35 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025
Table 36 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025
Table 37 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025
Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025
Table 39 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025
Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030
Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030
Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030
Table 43 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030
Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030
Table 45 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030
Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030
Table 47 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030
Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030
Table 49 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

APPENDIX

Fountain sales in Slovakia

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/rtd-tea-in-slovakia/report.