



Euromonitor
International

Rtds in Slovakia

August 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Rtds Summary

INDUSTRY PERFORMANCE

Rtds Show Some Resilience as Macroeconomic Headwinds Affect Demand

Non Alcoholic Rtds Enjoy Growing Appeal

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

An Improving Economic Climate to Foster Demand for Rtds

Non Alcoholic Rtds to Continue to Gain Ground While the Key Spirit-Based Category Stabilises

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Pernod Ricard and Le Coq Maintain Their Lead as the Landscape Intensifies

Chart 5 - New Entrants Spur Rtds

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Hypermarkets and Supermarkets Expand Reach with In-Store Promotions

Rapid Delivery and Digital Engagement Point to E-Commerce's Rise

ECONOMIC CONTEXT

Chart 8 - Economic Context for Rtds

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Rtds

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Alcoholic Drinks in Slovakia - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Economic Concerns Dampen Discretionary Purchases, Including Alcoholic Drinks

Beer Retains Dominance as Drinking Occasions Evolve

Rtds Leverage Innovation to Capture "Lighter" Drinking Moments

Chart 14 - Rtds Gain Visibility in Slovakia

Chart 15 - Volume Sales 2020-2030

Chart 16 - Volume Sales by Category 2025

WHAT'S NEXT?

Premium and Nolo Drinks to Offer Bright Spots

Consumers Prioritise Convenience and Variety by Embracing Fast E-Commerce Delivery

Beer Leverages Versatility and Enduring Appeal, While Sparkling Wine and Rtds Align with Moderation and Convenience Trends

Chart 17 - Forecast Volume Sales 2020-2030

Chart 18 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

The Leaders Defend Their Ground as Discounting Intensifies

Kofola'S Entry and Old Herold'S Acquisition Could Disrupt the Competitive Landscape

Chart 19 - Company Shares 2025

Chart 20 - Brand Shares 2025

CHANNELS

Discounters and Supermarkets Expand as Consumers Seek Value

Off-Trade Widens Lead as Drink-At-Home Habits Persist

MARKET BACKGROUND

Legislation

Legal Purchasing Age and Legal Drinking Age

Drink Driving

Advertising

Smoking Ban

Opening Hours

On-Trade Establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade

Duty Free

Cross-Border/Private Imports

ECONOMIC CONTEXT

Chart 21 - Economic Context for Alcoholic Drinks

Chart 22 - Real Gdp Growth 2020-2030

Chart 23 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 24 - Consumer Context for Alcoholic Drinks

Chart 25 - Population 2020-2030

Chart 26 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/rtds-in-slovakia/report.