



Hot Drinks in Slovenia

January 2026

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EXECUTIVE SUMMARY

Moderate growth in 2025, as inflationary pressures

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

- Premiumisation trend sustains value growth
- Persistently high prices frustrate local consumers
- Health and sustainability shape consumer choices

WHAT'S NEXT?

- Continued growth expected, supported by premiumisation
- Competitive landscape will remain stable
- Retail e-commerce will approach maturity

COMPETITIVE LANDSCAPE

- Atlantic Trade doo leads sales
- Private label gains traction

CHANNELS

- Modern grocery channels lead hot drinks distribution
- Retail e-commerce drives growth
- Foodservice vs retail split

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[Coffee in Slovenia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Coffee sees premium-led growth

INDUSTRY PERFORMANCE

Premiumisation drives growth

Fresh ground coffee pods leads growth

WHAT'S NEXT?

Premiumisation and e-commerce to support sales growth

Rising consumer sophistication will drive investment in higher-quality, single-origin coffees

Health and safety considerations to shape coffee consumption

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[Tea in Slovenia](#)

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INDUSTRY PERFORMANCE

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Fruit/herbal tea drives growth

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Technological innovations will support growth

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[Other Hot Drinks in Slovenia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Buoyant performance for other hot drinks

INDUSTRY PERFORMANCE

Other hot drinks maintains strong sales momentum

Chocolate-based flavoured powder drinks drives growth

WHAT'S NEXT?

Other hot drinks set for continued growth

Functional blends will gain popularity

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COMPETITIVE LANDSCAPE

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