



Euromonitor
International

Bottled Water in Slovenia

January 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Premiumisation and functional appeal are key growth drivers

INDUSTRY PERFORMANCE

Bottled water continues to grow amid health and wellness trends

Functional bottled water leads growth

WHAT'S NEXT?

Bottled water set for accelerated growth, driven by flavoured and functional innovations

Innovation to combine sustainability and smart hydration

Premium and functional bottled water gains traction amid focus on purity and transparency

COMPETITIVE LANDSCAPE

Radenska doo maintains its lead

Atlantic Droga Kolinska doo benefits from new product launches

CHANNELS

Hypermarkets lead bottled water distribution

Retail e-commerce drives growth

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Soft drinks landscape becomes increasingly polarised

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INDUSTRY PERFORMANCE

Modest growth for soft drinks

Manufacturers navigate a polarised landscape

Health and wellness claims move into the mainstream

WHAT'S NEXT?

Continued growth, despite demographic constraints

New entrants expected as private label strengthens

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

COMPETITIVE LANDSCAPE

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