



Soft Drinks in Slovenia

January 2026

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EXECUTIVE SUMMARY

Soft drinks landscape becomes increasingly polarised

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Manufacturers navigate a polarised landscape

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Functional bottled water leads growth

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

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[Carbonates in Slovenia](#)

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INDUSTRY PERFORMANCE

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[Concentrates in Slovenia](#)

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INDUSTRY PERFORMANCE

Concentrates sees relatively flat performance

Powder variants lead growth

WHAT'S NEXT?

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[Juice in Slovenia](#)

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WHAT'S NEXT?

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[RTD Coffee in Slovenia](#)

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INDUSTRY PERFORMANCE

RTD coffee retains growth momentum, driven by convenience and innovation
Innovation centres around non-dairy and sugar-free variants

WHAT'S NEXT?

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Flavour, sustainability and customisation will be key areas of focus
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COMPETITIVE LANDSCAPE

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RTD Tea in Slovenia

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2025 DEVELOPMENTS

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Regular and reduced sugar variants benefit from high number of new product launches

WHAT'S NEXT?

RTD tea poised for steady growth

Advanced technologies will drive improvements to product quality, efficiency and sustainability

Anticipated shift towards more sophisticated, healthier offerings

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Energy Drinks in Slovenia

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[Sports Drinks in Slovenia](#)

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Regular sports drinks dominates sales

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