



Euromonitor
International

Beer in Slovakia

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Strong rebound in beer volumes boosted by favourable weather
- Fierce competitive rivalry between the two major players
- Hypermarkets hold an edge in the beer category

PROSPECTS AND OPPORTUNITIES

- A better outlook for beer as the period progresses
- Tax changes could weaken demand for beer
- Non-alcoholic beers to enjoy robust growth

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- 2024 key trends
- Competitive landscape
- Retail developments
- On-trade vs off-trade split
- What next for alcoholic drinks?

MARKET BACKGROUND

- Legislation
- Legal purchasing age and legal drinking age
- Drink driving
- Advertising
- Smoking ban
- Opening hours
- On-trade establishments

TAXATION AND DUTY LEVIES

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Contraband/parallel trade

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DISCLAIMER

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