



# Juice in Slovenia

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Health, innovation and digitalisation shape juice landscape

### INDUSTRY PERFORMANCE

Juice sales in Slovenia grow steadily amid flavour innovation and launch of new healthier variants

Not-from-concentrate 100% juice leads growth

### WHAT'S NEXT?

Juice growth to moderate amid changing consumer preferences

Digitalisation and automation will reshape Slovenia's juice industry

Legislative changes will impact juice producers

### COMPETITIVE LANDSCAPE

Fructal doo leads juice with strong brand recognition

Private label shows greatest dynamism

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Hypermarket leads juice distribution

E-commerce taps into increasingly busy lifestyles

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[Soft Drinks in Slovenia - Industry Overview](#)

## EXECUTIVE SUMMARY

Soft drinks landscape becomes increasingly polarised

## KEY DATA FINDINGS

### 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

Radenska retains its leadership

Nestlé Adriatic emerges as most dynamic soft drinks company

## CHANNELS

Supermarkets and hypermarkets dominate soft drinks distribution

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## SOURCES

Summary 1 - Research Sources

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