



Sports Drinks in Slovakia

December 2025

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Sports Drinks in Slovakia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sugar tax, trading down and functional powders undermine RTD sports drinks demand

INDUSTRY PERFORMANCE

Sugar-taxed ready-to-drink formats lose share to powders, tablets and functional waters

Core isotonic drinks remain the reference but struggle against functional bottled water

WHAT'S NEXT?

Slow early recovery as fiscal pressure persists, followed by stronger growth as premiumisation returns

Digital coaching, influencers and data-driven activation strengthen category relevance

Second-wave sugar taxation accelerates migration to powders, supplements and functional waters

COMPETITIVE LANDSCAPE

Oshee defends leadership through wide availability and value-oriented functional positioning

Innovation and flavour extensions keep Oshee the most dynamic player in 2025

CHANNELS

Supermarkets remain the core platform for take-home sports drinks under pressure

Supermarkets, forecourt retailers and e-commerce expand access points and impulse occasions

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Soft Drinks in Slovakia - Industry Overview

EXECUTIVE SUMMARY

Soft drinks struggle under taxation pressure and subdued consumer sentiment

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INDUSTRY PERFORMANCE

Health-driven reformulation gains visibility but is constrained by uniform taxation

Rising competition from non-alcoholic beer limits soft drinks recovery

Energy drinks remain resilient despite economic pressure and rising competition

WHAT'S NEXT?

Soft drinks to face constrained volume recovery amid intensifying cross-category competition

Premiumisation to accelerate as consumers seek healthier and cleaner formulations

Heightened legislative pressure to reshape category dynamics and pricing strategies

COMPETITIVE LANDSCAPE

Coca-Cola HBC Slovakia maintains leadership but diversifies focus amid category stagnation

Mineralne Vody advances rapidly as bottled water outperforms taxed categories

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