



Juice in Slovakia

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Sugar tax, rising costs and trading down reshape the role of juice in Slovak households

INDUSTRY PERFORMANCE

Price-sensitive households cut back as sugar tax and competition weigh on everyday juice consumption

Not from concentrate 100% juice benefits from narrower price gap and stronger health credentials

WHAT'S NEXT?

Premiumisation and health-led positioning to underpin a gradual recovery in juice

Innovation in no-added-sugar recipes and sustainable packaging to support value growth

Fiscal tightening reinforces the shift towards 100% juice while constraining overall demand

COMPETITIVE LANDSCAPE

Maspex defends leadership through Relax branding and portfolio stretch into mocktails

Coop Jednota's value-for-money juices gain traction under health-forward private label positioning

CHANNELS

Supermarkets remain the primary destination for juice, balancing breadth, promotions and convenience

Discounters gain share as budget-conscious households shift towards private label juices

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

EXECUTIVE SUMMARY

Soft drinks struggle under taxation pressure and subdued consumer sentiment

KEY DATA FINDINGS

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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Discounters emerge as the strongest offline growth driver while e-commerce accelerates

Foodservice vs retail split

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