



RTD Tea in Slovenia

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Shift from carbonates and juices, and sophisticated flavours drive growth in 2024
- Strong potential of reduced sugar RTD tea
- Pivovarna Union dd maintains its lead in 2024

PROSPECTS AND OPPORTUNITIES

- Ongoing shift to RTD tea from carbonates and juice
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- Strong growth potential of reduced sugar RTD tea

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