



Euromonitor  
International

# Concentrates in Slovenia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Concentrates appeal, offering good value for money
- Liquid concentrates benefit from their richer flavour and lower price
- Cedevita's leading position supported by flavour innovations and its perception of being a healthy concentrate

PROSPECTS AND OPPORTUNITIES

- Moderate growth thanks to flavour innovation and a healthier positioning
- High-quality brands ensure liquid concentrates have a competitive edge
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