



Euromonitor
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RTD Coffee in Slovakia

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Consumers wait for promotions and discounts to offset the impact of price increases
- Strong internal and external competition to RTD coffee
- Private label retailers emphasise price advantage to grow off-trade volume and value shares in RTD coffee

PROSPECTS AND OPPORTUNITIES

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Soft Drinks in Slovakia - Industry Overview

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