

Wine in Slovakia

June 2024

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Wine in Slovakia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Modest growth for wine in 2023, despite ongoing inflationary pressures

On-trade sales benefit from favourable VAT adjustments

Price promotions remain a key feature of the market

PROSPECTS AND OPPORTUNITIES

Improving economic conditions will provide fertile environment for new product developments by local and international players

Premiumisation trend will support growth in sparkling wine

Non-alcoholic wine will gain strength

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Retailing developments

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MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

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