

Carbonates in Slovakia

Market Direction | 2022-12-21 | 32 pages | Euromonitor

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Report description:

Sales of carbonates shifted away from retail to foodservice in 2022, as all COVID-19 pandemic restrictions were lifted in March. However, rising average current unit prices and a reduction in household purchasing power has meant that Slovakian consumers have been less willing to spend money on carbonates outside of the home. In addition, the new depository system hit the category hard, as the extra EUR0.15 per PET bottle or metal can had to be transferred into retail prices. As a result, carbona...

Euromonitor International's Carbonates in Slovakia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Cola Carbonates, Non-Cola Carbonates, Reduced Sugar Carbonates, Regular Carbonates.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Carbonates market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Carbonates suffers from an increase in prices and new recycling legislation in 2022

Players offer low sugar and novelty variants as they vie for share in a competitive arena

New environmentally friendly measures into the sustainability trend, but cash-strapped local consumers prioritise value for money

PROSPECTS AND OPPORTUNITIES

Carbonates faces ongoing competition from other subcategories of soft drinks that can offer health benefits and functionality

Domestic player seeks to attract consumer attention with rebranding exercise, offering scope for growth

Private label will benefit from increased price sensitivity but face ongoing competition from major brands in the future

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