

## **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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## Table of Contents:

Carbonates in Slovakia  
Euromonitor International  
December 2022

List Of Contents And Tables

### CARBONATES IN SLOVAKIA

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

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

#### CATEGORY DATA

Table 1 Off-trade vs On-trade Sales of Carbonates: Volume 2017-2022

Table 2 Off-trade vs On-trade Sales of Carbonates: Value 2017-2022

Table 3 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2017-2022

Table 4 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2017-2022

Table 5 Off-trade Sales of Carbonates by Category: Volume 2017-2022

Table 6 Off-trade Sales of Carbonates by Category: Value 2017-2022

Table 7 Off-trade Sales of Carbonates by Category: % Volume Growth 2017-2022

Table 8 Off-trade Sales of Carbonates by Category: % Value Growth 2017-2022

Table 9 Total Sales of Carbonates by Fountain On-trade: Volume 2017-2022

Table 10 □Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2017-2022

Table 11 □NBO Company Shares of Off-trade Carbonates: % Volume 2018-2022

Table 12 □LBN Brand Shares of Off-trade Carbonates: % Volume 2019-2022

Table 13 □NBO Company Shares of Off-trade Carbonates: % Value 2018-2022

Table 14 □LBN Brand Shares of Off-trade Carbonates: % Value 2019-2022

Table 15 □Forecast Off-trade Sales of Carbonates by Category: Volume 2022-2027

Table 16 □Forecast Off-trade Sales of Carbonates by Category: Value 2022-2027

Table 17 □Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2022-2027

Table 18 □Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2022-2027

Table 19 □Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2022-2027

Table 20 □Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2022-2027

#### SOFT DRINKS IN SLOVAKIA

#### EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

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## MARKET DATA

Table 21	Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022
Table 22	Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022
Table 23	Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022
Table 24	Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022
Table 25	Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021
Table 26	Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021
Table 27	Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021
Table 28	Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021
Table 29	Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022
Table 30	Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022
Table 31	Off-trade Sales of Soft Drinks by Category: Value 2017-2022
Table 32	Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022
Table 33	Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022
Table 34	Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022
Table 35	NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022
Table 36	LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022
Table 37	NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022
Table 38	LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022
Table 39	Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2017-2022
Table 40	Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2017-2022
Table 41	Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022
Table 42	Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022
Table 43	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027
Table 44	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027
Table 45	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027
Table 46	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027
Table 47	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027
Table 48	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027
Table 49	Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027
Table 50	Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027
Table 51	Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027
Table 52	Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

## APPENDIX

Fountain sales in Slovakia

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## SOURCES

Summary 1 Research Sources

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