

Energy Drinks in Slovakia

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Report description:

Intense competition was seen in energy drinks in Slovakia towards the end of the review period. This was particularly noticeable among the leading players, especially Red Bull and Hell Energy, as the former led in current retail value terms, and the latter in retail volume terms. A reduction in household purchasing power meant that Slovakian consumers were attracted to more affordable energy drinks, even those for whom brand identity remains a key factor in their purchasing behaviour. Private la...

Euromonitor International's Energy Drinks 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: Reduced Sugar Energy Drinks, Regular Energy Drinks.

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

Why buy this report?

- * Get a detailed picture of the Energy Drinks 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.

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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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ENERGY DRINKS IN SLOVAKIA

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2022 DEVELOPMENTS

Major brands hold their ground in 2022 despite the appeal of private label energy drinks among price-conscious local consumers

Foodservice recovery is slower than hoped for in 2022, as Slovaks limit spending to cope with the high cost of living

New refundable deposit scheme increases average unit prices and is less convenient for the consumer

PROSPECTS AND OPPORTUNITIES

Health and wellness concerns will drive sales of reduced-sugar energy drinks in the years ahead

Powder concentrates presents a threat to energy drinks in the future as they offer functionality and greater affordability

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