

## **RTD Coffee in Slovakia**

Market Direction | 2022-12-21 | 27 pages | Euromonitor

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### **Report description:**

RTD coffee with added energy-boosting properties has continued to gain popularity in Slovakia in recent years, with brands such as Hell Energy Coffee driving category growth at the end of the review period. The brand benefited from being able to straddle both RTD coffee and energy drinks. As a result of such cross-category appeal, and thanks to a relatively favourable retail price and a powerful marketing campaign that included the celebrity Bruce Willis, Hell Energy Coffee was able to gain shar...

Euromonitor International's RTD Coffee 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.

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

Why buy this report?

- \* Get a detailed picture of the RTD Coffee 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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### RTD COFFEE IN SLOVAKIA

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Cross-category competition and specialist showcasing helps drive growth in a niche product arena

New bottle deposit scheme benefits the environment but is less convenient for local consumers

Strategic marketing and product promotion are key to maintaining interest in RTD coffee as other soft drinks players vie for share.

#### PROSPECTS AND OPPORTUNITIES

Popular coffee brands will continue to gain ground, but significant gains are unlikely until household purchasing power strengthens

Cross-category product innovation will be necessary to maintain consumer interest in the years ahead

Innovation will reflect the health and wellness, and sustainable trends over the forecast period

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