

## **Concentrates in Slovenia**

Market Direction | 2025-01-20 | 27 pages | Euromonitor

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### **Report description:**

Concentrates is seeing stable demand in 2024 as consumers respond positively to flavour innovations and frequent key new product launches. Price-sensitive consumers have also become more attracted to concentrates as they offer good value for money in the inflationary climate, with household budgets under pressure. Brand loyalty continued to weaken in the category in the year. Even though leading players have launched new products in line with the growing health and wellness trend, the share of p...

Euromonitor International's Concentrates in Slovenia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2020-2024), 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 2029 illustrate how the market is set to change.

Product coverage: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- \* Get a detailed picture of the Concentrates 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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Liquid concentrates benefit from their richer flavour and lower price

Cedevita's leading position supported by flavour innovations and its perception of being a healthy concentrate

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Moderate growth thanks to flavour innovation and a healthier positioning

High-quality brands ensure liquid concentrates have a competitive edge

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