

Spirits in Slovakia

June 2024

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Spirits in Slovakia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Spirits sales suffer from crippling tax hikes
Soft drinks players move into spirits in order to diversify their portfolios
Consumers opt for higher-quality products

PROSPECTS AND OPPORTUNITIES

Better prospects for spirits, in line with rising disposable incomes
Home-made spirits could become more attractive option
Alcohol-free options will enjoy higher consumer interest

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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