

# **Concentrates in Slovenia**

January 2024

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# Concentrates in Slovenia - Category analysis

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#### 2023 DEVELOPMENTS

Concentrates enjoy steady volume performance amid inflationary pressures Cedevita dominates in powder concentrates Oraketa gains traction in powder concentrates

# PROSPECTS AND OPPORTUNITIES

Moderate growth expected in concentrates category Health awareness to drive functional trend in concentrates New local brands expected to emerge

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