

Alcoholic Drinks in Bosnia and Herzegovina

Market Direction | 2022-06-30 | 58 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

Alcoholic drinks in Bosnia and Herzegovina showed a much improved performance in 2021, with total volume and current value sales rebounding rapidly from the sharp declines recorded in 2020. This turnaround was driven by a strong recovery in on-trade consumption as people began regularly socialising outside the home once again following the rollout of COVID-19 vaccines and the lifting of most public health restrictions previously imposed to curb the spread of the virus, including lockdown measure...

Euromonitor International's Alcoholic Drinks in Bosnia and Herzegovina 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 or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- * Get a detailed picture of the Alcoholic 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.

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.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table of Contents:

Alcoholic Drinks in Bosnia and Herzegovina
Euromonitor International
July 2022

List Of Contents And Tables

ALCOHOLIC DRINKS IN BOSNIA AND HERZEGOVINA

EXECUTIVE SUMMARY

Alcoholic drinks in 2021: The big picture
2021 key trends
Competitive landscape
Retailing developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2021

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
Cross-border/private imports
KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 1 Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

MARKET DATA

Table 2 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021
Table 3 Sales of Alcoholic Drinks by Category: Total Value 2016-2021
Table 4 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021
Table 5 Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021
Table 6 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021
Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021
Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021
Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021
Table 10 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021
Table 11 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021
Table 12 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2020
Table 13 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026
Table 14 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 15 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

Table 16 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 2 Research Sources

BEER IN BOSNIA AND HERZEGOVINA

KEY DATA FINDINGS

2021 DEVELOPMENTS

On-trade consumption rebounds as off-trade volume growth slows sharply

Domestic premium lager continues to grow fastest at off-trade level

Pivara Tuzla invests heavily in modernising its production facilities

PROSPECTS AND OPPORTUNITIES

Maturity and other factors set to temper growth in off-trade volume sales

On-trade consumption will remain elevated as pandemic-related disruption subsides

Domestic premium lager and dark beer expected to show fastest development

CATEGORY BACKGROUND

Lager price band methodology

Summary 3 Lager by Price Band 2021

Table 17 Number of Breweries 2016-2021

CATEGORY DATA

Table 18 Sales of Beer by Category: Total Volume 2016-2021

Table 19 Sales of Beer by Category: Total Value 2016-2021

Table 20 Sales of Beer by Category: % Total Volume Growth 2016-2021

Table 21 Sales of Beer by Category: % Total Value Growth 2016-2021

Table 22 Sales of Beer by Off-trade vs On-trade: Volume 2016-2021

Table 23 Sales of Beer by Off-trade vs On-trade: Value 2016-2021

Table 24 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 25 Sales of Beer by Off-trade vs On-trade: % Value Growth 2016-2021

Table 26 □GBO Company Shares of Beer: % Total Volume 2017-2021

Table 27 □NBO Company Shares of Beer: % Total Volume 2017-2021

Table 28 □LBN Brand Shares of Beer: % Total Volume 2018-2021

Table 29 □Forecast Sales of Beer by Category: Total Volume 2021-2026

Table 30 □Forecast Sales of Beer by Category: Total Value 2021-2026

Table 31 □Forecast Sales of Beer by Category: % Total Volume Growth 2021-2026

Table 32 □Forecast Sales of Beer by Category: % Total Value Growth 2021-2026

WINE IN BOSNIA AND HERZEGOVINA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Wine shows improved results in off- and on-trade volume sales terms

Comparatively healthy image continues to buoy consumption of wine

Champagne posts fastest growth in total volume sales

PROSPECTS AND OPPORTUNITIES

Wine consumption set to remain buoyant over the forecast period

Champagne will continue to benefit from wider trend towards premiumisation in wine

On-trade demand for other sparkling wine likely to accelerate as off-trade sales slow

CATEGORY DATA

Table 33 Sales of Wine by Category: Total Volume 2016-2021

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 34 Sales of Wine by Category: Total Value 2016-2021

Table 35 Sales of Wine by Category: % Total Volume Growth 2016-2021

Table 36 Sales of Wine by Category: % Total Value Growth 2016-2021

Table 37 Sales of Wine by Off-trade vs On-trade: Volume 2016-2021

Table 38 Sales of Wine by Off-trade vs On-trade: Value 2016-2021

Table 39 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 40 Sales of Wine by Off-trade vs On-trade: % Value Growth 2016-2021

Table 41 Forecast Sales of Wine by Category: Total Volume 2021-2026

Table 42 □Forecast Sales of Wine by Category: Total Value 2021-2026

Table 43 □Forecast Sales of Wine by Category: % Total Volume Growth 2021-2026

Table 44 □Forecast Sales of Wine by Category: % Total Value Growth 2021-2026

SPIRITS IN BOSNIA AND HERZEGOVINA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Off-trade demand remains robust as on-trade consumption rebounds rapidly

Increased consumer confidence supports return to growth for brandy

E-commerce continues to gain importance in spirits distribution

PROSPECTS AND OPPORTUNITIES

Multiple factors likely to subdue growth in off-trade volume sales of spirits

Rachiu/rakija expected to show fastest growth in on-trade volume sales

Further advance of e-commerce should help lesser-known brands gain recognition

CATEGORY DATA

Table 45 Sales of Spirits by Category: Total Volume 2016-2021

Table 46 Sales of Spirits by Category: Total Value 2016-2021

Table 47 Sales of Spirits by Category: % Total Volume Growth 2016-2021

Table 48 Sales of Spirits by Category: % Total Value Growth 2016-2021

Table 49 Sales of Spirits by Off-trade vs On-trade: Volume 2016-2021

Table 50 Sales of Spirits by Off-trade vs On-trade: Value 2016-2021

Table 51 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 52 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2016-2021

Table 53 GBO Company Shares of Spirits: % Total Volume 2017-2021

Table 54 □NBO Company Shares of Spirits: % Total Volume 2017-2021

Table 55 □LBN Brand Shares of Spirits: % Total Volume 2018-2021

Table 56 □Forecast Sales of Spirits by Category: Total Volume 2021-2026

Table 57 □Forecast Sales of Spirits by Category: Total Value 2021-2026

Table 58 □Forecast Sales of Spirits by Category: % Total Volume Growth 2021-2026

Table 59 □Forecast Sales of Spirits by Category: % Total Value Growth 2021-2026

CIDER/PERRY IN BOSNIA AND HERZEGOVINA

KEY DATA FINDINGS

2021 DEVELOPMENTS

On-trade volume sales recover strongly while retail demand contracts

Appeal of cider/perry remains limited in Bosnia and Herzegovina

Carlsberg's Somersby brand continues to dominate cider/perry

PROSPECTS AND OPPORTUNITIES

Outlook is positive but cider/perry will remain a minor category

Marketing strategies will continue to focus on young adults

Commanding lead of Somersby unlikely to be challenged

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

CATEGORY DATA

Table 60 Sales of Cider/Perry: Total Volume 2016-2021

Table 61 Sales of Cider/Perry: Total Value 2016-2021

Table 62 Sales of Cider/Perry: % Total Volume Growth 2016-2021

Table 63 Sales of Cider/Perry: % Total Value Growth 2016-2021

Table 64 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2016-2021

Table 65 Sales of Cider/Perry by Off-trade vs On-trade: Value 2016-2021

Table 66 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 67 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2016-2021

Table 68 GBO Company Shares of Cider/Perry: % Total Volume 2017-2021

Table 69 □NBO Company Shares of Cider/Perry: % Total Volume 2017-2021

Table 70 □LBN Brand Shares of Cider/Perry: % Total Volume 2018-2021

Table 71 □Forecast Sales of Cider/Perry: Total Volume 2021-2026

Table 72 □Forecast Sales of Cider/Perry: Total Value 2021-2026

Table 73 □Forecast Sales of Cider/Perry: % Total Volume Growth 2021-2026

Table 74 □Forecast Sales of Cider/Perry: % Total Value Growth 2021-2026

RTDS IN BOSNIA AND HERZEGOVINA

KEY DATA FINDINGS

2021 DEVELOPMENTS

On-trade volume sales bounce back at a rapid rate while retail demand dips slightly

RTDs still very much a niche area in Bosnia and Herzegovina

Diageo strengthens its already commanding lead

PROSPECTS AND OPPORTUNITIES

Expansion of RTDs set to slow as demand nears saturation point

Diageo expected to maintain its dominant position

RTDs should benefit from launch of new wine- and spirit-based products

CATEGORY DATA

Table 75 Sales of RTDs by Category: Total Volume 2016-2021

Table 76 Sales of RTDs by Category: Total Value 2016-2021

Table 77 Sales of RTDs by Category: % Total Volume Growth 2016-2021

Table 78 Sales of RTDs by Category: % Total Value Growth 2016-2021

Table 79 Sales of RTDs by Off-trade vs On-trade: Volume 2016-2021

Table 80 Sales of RTDs by Off-trade vs On-trade: Value 2016-2021

Table 81 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 82 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2016-2021

Table 83 GBO Company Shares of RTDs: % Total Volume 2017-2021

Table 84 □NBO Company Shares of RTDs: % Total Volume 2017-2021

Table 85 □LBN Brand Shares of RTDs: % Total Volume 2018-2021

Table 86 □Forecast Sales of RTDs by Category: Total Volume 2021-2026

Table 87 □Forecast Sales of RTDs by Category: Total Value 2021-2026

Table 88 □Forecast Sales of RTDs by Category: % Total Volume Growth 2021-2026

Table 89 □Forecast Sales of RTDs by Category: % Total Value Growth 2021-2026

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Alcoholic Drinks in Bosnia and Herzegovina

Market Direction | 2022-06-30 | 58 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-21"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com