

Alcoholic Drinks in Serbia

Market Direction | 2022-07-13 | 57 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

In 2021, the COVID-19 pandemic continued to exert its influence on alcoholic drinks in Serbia. Following two years of decline in volume growth consumers began to return to their usual drinking habits in the on-trade. This of course led to strong growth in on-trade volume sales in 2021 after a slump in 2020. As a result, off-trade volumes slowed down somewhat in 2021, although this channel held its ground with volume sales continuing to rise above pre-pandemic levels. Serbians enjoy drinking alco...

Euromonitor International's Alcoholic Drinks in Serbia 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 Serbia
Euromonitor International
July 2022

List Of Contents And Tables

ALCOHOLIC DRINKS IN SERBIA

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 SERBIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Craft beers driving force in beer category

Apatinska Pivara continues heavy emphasis on CSR initiatives

Carlsberg heavily promotes Lav Premium

PROSPECTS AND OPPORTUNITIES

Premium lager to witness fastest growth as more consumers trade up

Retail distribution swings in favour of modern channels

Craft beer's popularity will continue to surge

CATEGORY BACKGROUND

Lager price band methodology

Summary 3 Lager by Price Band 2021

CATEGORY DATA

Table 17 Sales of Beer by Category: Total Volume 2016-2021

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

Table 19 Sales of Beer by Category: % Total Volume Growth 2016-2021

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

Table 21 Sales of Beer by Off-trade vs On-trade: Volume 2016-2021

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

Table 23 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2016-2021

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

Table 25 GBO Company Shares of Beer: % Total Volume 2017-2021

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

Table 27 □LBN Brand Shares of Beer: % Total Volume 2018-2021

Table 28 □Forecast Sales of Beer by Category: Total Volume 2021-2026

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

Table 30 □Forecast Sales of Beer by Category: % Total Volume Growth 2021-2026

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

WINE IN SERBIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Recovery in on-trade volume sales usurps demand in off-trade

Rising health awareness entices consumers towards organic and non-grape wine

Limited product development in 2021

PROSPECTS AND OPPORTUNITIES

Wine consumption set to rise from low base

Private label expanding ranges

Non-grape wine will see highest volume growth

CATEGORY DATA

Table 32 Sales of Wine by Category: Total Volume 2016-2021

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

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

Table 36 Sales of Wine by Off-trade vs On-trade: Volume 2016-2021

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

Table 38 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2016-2021

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

Table 40 Forecast Sales of Wine by Category: Total Volume 2021-2026

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

Table 42 □Forecast Sales of Wine by Category: % Total Volume Growth 2021-2026

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

SPIRITS IN SERBIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Spirits boosted by rebound in on-trade

New product development remains stagnant

Change to excise duty will impact average unit prices

PROSPECTS AND OPPORTUNITIES

On-trade volume sales of spirits to bounce back as off-trade slows down

Tequila (and mezcal) and bourbon/other US whiskey to see most dynamic growth

Private label ranges being eroded

CATEGORY DATA

Table 44 Sales of Spirits by Category: Total Volume 2016-2021

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

Table 46 Sales of Spirits by Category: % Total Volume Growth 2016-2021

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

Table 48 Sales of Spirits by Off-trade vs On-trade: Volume 2016-2021

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

Table 50 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2016-2021

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

Table 52 GBO Company Shares of Spirits: % Total Volume 2017-2021

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

Table 54 □LBN Brand Shares of Spirits: % Total Volume 2018-2021

Table 55 □Forecast Sales of Spirits by Category: Total Volume 2021-2026

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

Table 57 □Forecast Sales of Spirits by Category: % Total Volume Growth 2021-2026

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

CIDER/PERRY IN SERBIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Cider/perry smallest category in alcoholic drinks

New products find it hard to compete against dominant Somersby brand

Carlsberg drives consumer interest with promotional campaigns

PROSPECTS AND OPPORTUNITIES

Strong volume growth prospects may encourage retailers to enter the category

Carlsberg's marketing investment critical to category growth

Cider/perry to remain a female product

CATEGORY DATA

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 59 Sales of Cider/Perry: Total Volume 2016-2021
 Table 60 Sales of Cider/Perry: Total Value 2016-2021
 Table 61 Sales of Cider/Perry: % Total Volume Growth 2016-2021
 Table 62 Sales of Cider/Perry: % Total Value Growth 2016-2021
 Table 63 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2016-2021
 Table 64 Sales of Cider/Perry by Off-trade vs On-trade: Value 2016-2021
 Table 65 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2016-2021
 Table 66 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2016-2021
 Table 67 GBO Company Shares of Cider/Perry: % Total Volume 2017-2021
 Table 68 □NBO Company Shares of Cider/Perry: % Total Volume 2017-2021
 Table 69 □LBN Brand Shares of Cider/Perry: % Total Volume 2018-2021
 Table 70 □Forecast Sales of Cider/Perry: Total Volume 2021-2026
 Table 71 □Forecast Sales of Cider/Perry: Total Value 2021-2026
 Table 72 □Forecast Sales of Cider/Perry: % Total Volume Growth 2021-2026
 Table 73 □Forecast Sales of Cider/Perry: % Total Value Growth 2021-2026

RTDS IN SERBIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

On-trade RTD sales bounce back from pandemic constraints

Hard seltzers make their entrance in RTDs

Wine-based RTDs dominate due to preference for sangria

PROSPECTS AND OPPORTUNITIES

Coca-Cola likely to enter hard seltzer category

Private label not present in RTDs

Lack of product development as producers focus on main alcoholic drinks categories

CATEGORY DATA

Table 74 Sales of RTDs by Category: Total Volume 2016-2021
 Table 75 Sales of RTDs by Category: Total Value 2016-2021
 Table 76 Sales of RTDs by Category: % Total Volume Growth 2016-2021
 Table 77 Sales of RTDs by Category: % Total Value Growth 2016-2021
 Table 78 Sales of RTDs by Off-trade vs On-trade: Volume 2016-2021
 Table 79 Sales of RTDs by Off-trade vs On-trade: Value 2016-2021
 Table 80 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2016-2021
 Table 81 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2016-2021
 Table 82 GBO Company Shares of RTDs: % Total Volume 2017-2021
 Table 83 □NBO Company Shares of RTDs: % Total Volume 2017-2021
 Table 84 □LBN Brand Shares of RTDs: % Total Volume 2018-2021
 Table 85 □Forecast Sales of RTDs by Category: Total Volume 2021-2026
 Table 86 □Forecast Sales of RTDs by Category: Total Value 2021-2026
 Table 87 □Forecast Sales of RTDs by Category: % Total Volume Growth 2021-2026
 Table 88 □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 Serbia

Market Direction | 2022-07-13 | 57 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="2026-02-09"/>
		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