

Rtds in Serbia

Market Direction | 2022-07-13 | 22 pages | Euromonitor

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Report description:

After a significant decline in 2020, on-trade volume sales bounced back in 2021 as Serbians stopped paying too much attention to the pandemic and many returned to their usual lifestyles, despite the occasional restrictive measures that were still present during 2021. Off-trade volume sales witnessed accelerated growth in 2020, because of the switch to at-home consumption, but saw a much slower rate of growth in 2021. As Serbians tend to be social drinkers, the recovery in on-trade volume sales c...

Euromonitor International's RTDs 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: Malt-based RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

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

Why buy this report?

- * Get a detailed picture of the RTDs 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.

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RTDS IN SERBIA

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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

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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

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