

## **Coffee in Serbia**

Market Direction | 2022-12-15 | 19 pages | Euromonitor

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### **Report description:**

Black "Turkish" fresh ground coffee retains its leading position in coffee in Serbia in 2022. Consumers of this type of coffee usually drink it on a daily basis, several times a day. However, retail volume sales are recording a decline as more consumers are switching to instant coffee and on-the-go on-trade coffee. Urban and young consumers, in particular, increasingly prefer instant and coffee from foodservice establishments due to the convenience they offer.

Euromonitor International's Coffee 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: Fresh Coffee, Instant Coffee.

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

Why buy this report?

- \* Get a detailed picture of the Coffee 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.

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## Table of Contents:

Coffee in Serbia  
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### List Of Contents And Tables

#### COFFEE IN SERBIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Fresh ground coffee retail decline as consumers switch to convenient instant and foodservice coffee

Local players lead, with a strong presence in fresh ground coffee

Price rises hamper volume sales

##### PROSPECTS AND OPPORTUNITIES

Further price rises set to impact future volume growth

Declining consumer base for fresh ground coffee

New products and advertising to maintain consumer interest

##### CATEGORY DATA

Table 1 Retail Sales of Coffee by Category: Volume 2017-2022

Table 2 Retail Sales of Coffee by Category: Value 2017-2022

Table 3 Retail Sales of Coffee by Category: % Volume Growth 2017-2022

Table 4 Retail Sales of Coffee by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Coffee: % Retail Value 2018-2022

Table 6 LBN Brand Shares of Coffee: % Retail Value 2019-2022

Table 7 Forecast Retail Sales of Coffee by Category: Volume 2022-2027

Table 8 Forecast Retail Sales of Coffee by Category: Value 2022-2027

Table 9 Forecast Retail Sales of Coffee by Category: % Volume Growth 2022-2027

Table 10 □Forecast Retail Sales of Coffee by Category: % Value Growth 2022-2027

#### HOT DRINKS IN SERBIA

##### EXECUTIVE SUMMARY

Hot drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

##### MARKET DATA

Table 11 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2017-2022

Table 12 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2017-2022

Table 13 Retail Sales of Hot Drinks by Category: Volume 2017-2022

Table 14 Retail Sales of Hot Drinks by Category: Value 2017-2022

Table 15 Retail Sales of Hot Drinks by Category: % Volume Growth 2017-2022

Table 16 Retail Sales of Hot Drinks by Category: % Value Growth 2017-2022

Table 17 Foodservice Sales of Hot Drinks by Category: Volume 2017-2022

Table 18 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2017-2022

Table 19 Total Sales of Hot Drinks by Category: Total Volume 2017-2022

Table 20 □Total Sales of Hot Drinks by Category: % Total Volume Growth 2017-2022

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Table 21 ☐NBO Company Shares of Hot Drinks: % Retail Value 2018-2022  
Table 22 ☐LBN Brand Shares of Hot Drinks: % Retail Value 2019-2022  
Table 23 ☐Penetration of Private Label in Hot Drinks by Category: % Retail Value 2017-2022  
Table 24 ☐Retail Distribution of Hot Drinks by Format: % Volume 2017-2022  
Table 25 ☐Retail Distribution of Hot Drinks by Format and Category: % Volume 2022  
Table 26 ☐Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2022-2027  
Table 27 ☐Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2022-2027  
Table 28 ☐Forecast Retail Sales of Hot Drinks by Category: Volume 2022-2027  
Table 29 ☐Forecast Retail Sales of Hot Drinks by Category: Value 2022-2027  
Table 30 ☐Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2022-2027  
Table 31 ☐Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2022-2027  
Table 32 ☐Forecast Foodservice Sales of Hot Drinks by Category: Volume 2022-2027  
Table 33 ☐Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2022-2027  
Table 34 ☐Forecast Total Sales of Hot Drinks by Category: Total Volume 2022-2027  
Table 35 ☐Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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