

Soft Drinks in Serbia

Market Direction | 2022-12-22 | 73 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

Serbians returned to pre-COVID-19 lifestyles in 2022 enabling more social interaction with busier lifestyles boosting on-the-go consumption of soft drinks. In this climate, Serbians searched for convenient and easy to consume soft drinks and returned to making purchases via the on-trade. At the same time, disposable incomes have declined and rising prices have encouraged Serbians to re-evaluate their soft drinks consumption. Many consumers are paying greater attention to prices in 2022, choosing...

Euromonitor International's Soft 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, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

Why buy this report?

- * Get a detailed picture of the Soft 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:

Soft Drinks in Serbia
Euromonitor International
December 2022

List Of Contents And Tables

SOFT DRINKS IN SERBIA

EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022

Table 10 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022

Table 11 □Off-trade Sales of Soft Drinks by Category: Value 2017-2022

Table 12 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022

Table 13 □Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022

Table 14 □Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022

Table 15 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022

Table 16 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022

Table 17 □NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022

Table 18 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022

Table 19 □Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2017-2022

Table 20 □Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2017-2022

Table 21 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022

Table 22 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022

Table 23 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027

Table 24 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027

Table 25 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027

Table 26 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027

Table 27 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027

Table 28 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027

Table 29 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027

Table 30 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027

Table 31 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 32 ☐Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

CARBONATES IN SERBIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Serbia sees mild improvement as lifestyles return to normality

Coca-Cola HBS Serbia sees a significant volume share increase

Healthier living is shaking up consumption patterns

PROSPECTS AND OPPORTUNITIES

Carbonates faces muted growth in retail but promising rebound in on-trade

Health trend is to have a lasting impact

Competition from other soft drinks to negatively impact carbonates

CATEGORY DATA

Table 33 Off-trade vs On-trade Sales of Carbonates: Volume 2017-2022

Table 34 Off-trade vs On-trade Sales of Carbonates: Value 2017-2022

Table 35 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2017-2022

Table 36 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2017-2022

Table 37 Off-trade Sales of Carbonates by Category: Volume 2017-2022

Table 38 Off-trade Sales of Carbonates by Category: Value 2017-2022

Table 39 Off-trade Sales of Carbonates by Category: % Volume Growth 2017-2022

Table 40 Off-trade Sales of Carbonates by Category: % Value Growth 2017-2022

Table 41 Sales of Carbonates by Total Fountain On-trade: Volume 2017-2022

Table 42 ☐Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2017-2022

Table 43 ☐NBO Company Shares of Off-trade Carbonates: % Volume 2018-2022

Table 44 ☐LBN Brand Shares of Off-trade Carbonates: % Volume 2019-2022

Table 45 ☐NBO Company Shares of Off-trade Carbonates: % Value 2018-2022

Table 46 ☐LBN Brand Shares of Off-trade Carbonates: % Value 2019-2022

Table 47 ☐Forecast Off-trade Sales of Carbonates by Category: Volume 2022-2027

Table 48 ☐Forecast Off-trade Sales of Carbonates by Category: Value 2022-2027

Table 49 ☐Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2022-2027

Table 50 ☐Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2022-2027

Table 51 ☐Forecast Sales of Carbonates by Total Fountain On-trade: Volume 2022-2027

Table 52 ☐Forecast Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2022-2027

JUICE IN SERBIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Price inflation drives up costs and unit prices

Juice benefits from return of social norms

Juice faces tough competition due to price and health factors

PROSPECTS AND OPPORTUNITIES

High-price climate will sustain price sensitivity

Health consciousness has mixed impact on juice category

Modern channel to grow at the expense of traditional stores

CATEGORY DATA

Table 53 Off-trade Sales of Juice by Category: Volume 2017-2022

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 54 Off-trade Sales of Juice by Category: Value 2017-2022
Table 55 Off-trade Sales of Juice by Category: % Volume Growth 2017-2022
Table 56 Off-trade Sales of Juice by Category: % Value Growth 2017-2022
Table 57 NBO Company Shares of Off-trade Juice: % Volume 2018-2022
Table 58 LBN Brand Shares of Off-trade Juice: % Volume 2019-2022
Table 59 NBO Company Shares of Off-trade Juice: % Value 2018-2022
Table 60 LBN Brand Shares of Off-trade Juice: % Value 2019-2022
Table 61 Forecast Off-trade Sales of Juice by Category: Volume 2022-2027
Table 62 □Forecast Off-trade Sales of Juice by Category: Value 2022-2027
Table 63 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2022-2027
Table 64 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2022-2027

BOTTLED WATER IN SERBIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Bottled water is still in recovery mode post-pandemic
Still bottled water outperforms carbonated versions
Product upgrades and brand extensions in bottled water

PROSPECTS AND OPPORTUNITIES

Still bottled water to drive category growth
Consumers will seek value-for-money packaging formats
Purchasing power to remain weak in years ahead

CATEGORY DATA

Table 65 Off-trade Sales of Bottled Water by Category: Volume 2017-2022
Table 66 Off-trade Sales of Bottled Water by Category: Value 2017-2022
Table 67 Off-trade Sales of Bottled Water by Category: % Volume Growth 2017-2022
Table 68 Off-trade Sales of Bottled Water by Category: % Value Growth 2017-2022
Table 69 NBO Company Shares of Off-trade Bottled Water: % Volume 2018-2022
Table 70 LBN Brand Shares of Off-trade Bottled Water: % Volume 2019-2022
Table 71 NBO Company Shares of Off-trade Bottled Water: % Value 2018-2022
Table 72 LBN Brand Shares of Off-trade Bottled Water: % Value 2019-2022
Table 73 Forecast Off-trade Sales of Bottled Water by Category: Volume 2022-2027
Table 74 □Forecast Off-trade Sales of Bottled Water by Category: Value 2022-2027
Table 75 □Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2022-2027
Table 76 □Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2022-2027

SPORTS DRINKS IN SERBIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sports drinks is reinvigorated after the pandemic
Knjaz Milo continues to lead in sports drinks
Sports drinks attract a broader consumer base

PROSPECTS AND OPPORTUNITIES

Sports drinks face steady volume growth
Competition from other soft drinks
Limited brands on offer likely to hinder growth

CATEGORY DATA

Table 77 Off-trade Sales of Sports Drinks: Volume 2017-2022
Table 78 Off-trade Sales of Sports Drinks: Value 2017-2022

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 79 Off-trade Sales of Sports Drinks: % Volume Growth 2017-2022
 Table 80 Off-trade Sales of Sports Drinks: % Value Growth 2017-2022
 Table 81 NBO Company Shares of Off-trade Sports Drinks: % Volume 2018-2022
 Table 82 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2019-2022
 Table 83 NBO Company Shares of Off-trade Sports Drinks: % Value 2018-2022
 Table 84 LBN Brand Shares of Off-trade Sports Drinks: % Value 2019-2022
 Table 85 Forecast Off-trade Sales of Sports Drinks: Volume 2022-2027
 Table 86 □Forecast Off-trade Sales of Sports Drinks: Value 2022-2027
 Table 87 □Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2022-2027
 Table 88 □Forecast Off-trade Sales of Sports Drinks: % Value Growth 2022-2027

ENERGY DRINKS IN SERBIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Demand for energy drinks revives as lifestyles get back to normal
 Limited health concerns regarding energy drinks
 Price sensitivity shifts attention to economical brands and discounts

PROSPECTS AND OPPORTUNITIES

Indulgent consumption to drive retail volume sales
 Consumers have limited health concerns regarding energy drinks
 Price sensitivity will persist putting pressure on brand loyalty

CATEGORY DATA

Table 89 Off-trade Sales of Energy Drinks: Volume 2017-2022
 Table 90 Off-trade Sales of Energy Drinks: Value 2017-2022
 Table 91 Off-trade Sales of Energy Drinks: % Volume Growth 2017-2022
 Table 92 Off-trade Sales of Energy Drinks: % Value Growth 2017-2022
 Table 93 NBO Company Shares of Off-trade Energy Drinks: % Volume 2018-2022
 Table 94 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2019-2022
 Table 95 NBO Company Shares of Off-trade Energy Drinks: % Value 2018-2022
 Table 96 LBN Brand Shares of Off-trade Energy Drinks: % Value 2019-2022
 Table 97 Forecast Off-trade Sales of Energy Drinks: Volume 2022-2027
 Table 98 □Forecast Off-trade Sales of Energy Drinks: Value 2022-2027
 Table 99 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2022-2027
 Table 100 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2022-2027

CONCENTRATES IN SERBIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Powder outperform liquid concentrates
 Limited demand for liquid concentrates
 Competitive landscape remains unchanged

PROSPECTS AND OPPORTUNITIES

Slowdown is on the horizon for concentrates
 Powder concentrates to be driven by innovations
 Soft drinks competition is big challenge for concentrates

CATEGORY DATA

Concentrates Conversions

Summary 2 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 101 Off-trade Sales of Concentrates (RTD) by Category: Volume 2017-2022

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 102 Off-trade Sales of Concentrates by Category: Value 2017-2022
 Table 103 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2017-2022
 Table 104 Off-trade Sales of Concentrates by Category: % Value Growth 2017-2022
 Table 105 NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2018-2022
 Table 106 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2019-2022
 Table 107 NBO Company Shares of Off-trade Concentrates: % Value 2018-2022
 Table 108 LBN Brand Shares of Off-trade Concentrates: % Value 2019-2022
 Table 109 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2018-2022
 Table 110 □LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2022
 Table 111 □NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2018-2022
 Table 112 □LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2022
 Table 113 □Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2022-2027
 Table 114 □Forecast Off-trade Sales of Concentrates by Category: Value 2022-2027
 Table 115 □Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2022-2027
 Table 116 □Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2022-2027

RTD TEA IN SERBIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

RTD tea sees healthy volume growth
 Perceived health benefits are a boon to RTD tea category
 Lower purchasing powder stifles growth potential

PROSPECTS AND OPPORTUNITIES

Rising cost of living will put stronger emphasis on price
 Product developments will support category growth
 Strong competition from other soft drinks

CATEGORY DATA

Table 117 Off-trade Sales of RTD Tea by Category: Volume 2017-2022
 Table 118 Off-trade Sales of RTD Tea by Category: Value 2017-2022
 Table 119 Off-trade Sales of RTD Tea by Category: % Volume Growth 2017-2022
 Table 120 Off-trade Sales of RTD Tea by Category: % Value Growth 2017-2022
 Table 121 NBO Company Shares of Off-trade RTD Tea: % Volume 2018-2022
 Table 122 LBN Brand Shares of Off-trade RTD Tea: % Volume 2019-2022
 Table 123 NBO Company Shares of Off-trade RTD Tea: % Value 2018-2022
 Table 124 LBN Brand Shares of Off-trade RTD Tea: % Value 2019-2022
 Table 125 Forecast Off-trade Sales of RTD Tea by Category: Volume 2022-2027
 Table 126 □Forecast Off-trade Sales of RTD Tea by Category: Value 2022-2027
 Table 127 □Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2022-2027
 Table 128 □Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2022-2027

RTD COFFEE IN SERBIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Post-pandemic lifestyles driving sales
 Foodservice poses threat to RTD coffee
 Limited brand choice hampers growth potential

PROSPECTS AND OPPORTUNITIES

Price sensitivity will result in volume slowdown
 Competition from regular coffee

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Players expected to focus on other soft drinks categories

CATEGORY DATA

Table 129 Off-trade Sales of RTD Coffee: Volume 2017-2022

Table 130 Off-trade Sales of RTD Coffee: Value 2017-2022

Table 131 Off-trade Sales of RTD Coffee: % Volume Growth 2017-2022

Table 132 Off-trade Sales of RTD Coffee: % Value Growth 2017-2022

Table 133 NBO Company Shares of Off-trade RTD Coffee: % Volume 2018-2022

Table 134 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2019-2022

Table 135 NBO Company Shares of Off-trade RTD Coffee: % Value 2018-2022

Table 136 LBN Brand Shares of Off-trade RTD Coffee: % Value 2019-2022

Table 137 Forecast Off-trade Sales of RTD Coffee: Volume 2022-2027

Table 138 □Forecast Off-trade Sales of RTD Coffee: Value 2022-2027

Table 139 □Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2022-2027

Table 140 □Forecast Off-trade Sales of RTD Coffee: % Value Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Soft Drinks in Serbia

Market Direction | 2022-12-22 | 73 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	2025-06-25
		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