

Dairy Products and Alternatives in Serbia

Market Direction | 2022-09-01 | 64 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

Overall, dairy products and alternatives are expected to register current value growth, though volume sales are expected to fall slightly in 2022. The uncertain economic environment is dampening volume demand. In particular, rising prices stemming from the war in Ukraine, which is leading to rising fuel prices, as well as continuing global supply shortages arising from the pandemic, are negatively impacting growth. These factors are leading to increasing price sensitivity and a degree of trading...

Euromonitor International's Dairy Products and Alternatives in Serbia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Baby Food, Dairy, Plant-based Dairy.

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

Why buy this report?

- * Get a detailed picture of the Dairy Products and Alternatives 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:

Dairy Products and Alternatives in Serbia

Euromonitor International

February 2023

List Of Contents And Tables

DAIRY PRODUCTS AND ALTERNATIVES IN SERBIA

EXECUTIVE SUMMARY

Dairy products and alternatives in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 1 Sales of Dairy Products and Alternatives by Category: Value 2017-2022

Table 2 Sales of Dairy Products and Alternatives by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Dairy Products and Alternatives: % Value 2018-2022

Table 4 LBN Brand Shares of Dairy Products and Alternatives: % Value 2019-2022

Table 5 Penetration of Private Label by Category: % Value 2017-2022

Table 6 Distribution of Dairy Products and Alternatives by Format: % Value 2017-2022

Table 7 Forecast Sales of Dairy Products and Alternatives by Category: Value 2022-2027

Table 8 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

BABY FOOD IN SERBIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Increased current value and volume sales in 2022

Parents still trust branded baby food more than private label

Stable growth for milk formula over review period

PROSPECTS AND OPPORTUNITIES

Good outlook over forecast period although inflation could pose a challenge

Milk formula appeals but breastfeeding promotion may hinder growth

Players offer promotions to support volume sales

CATEGORY DATA

Table 9 Sales of Baby Food by Category: Volume 2017-2022

Table 10 Sales of Baby Food by Category: Value 2017-2022

Table 11 Sales of Baby Food by Category: % Volume Growth 2017-2022

Table 12 Sales of Baby Food by Category: % Value Growth 2017-2022

Table 13 NBO Company Shares of Baby Food: % Value 2018-2022

Table 14 LBN Brand Shares of Baby Food: % Value 2019-2022

Table 15 Distribution of Baby Food by Format: % Value 2017-2022

Table 16 Forecast Sales of Baby Food by Category: Volume 2022-2027

Table 17 Forecast Sales of Baby Food by Category: Value 2022-2027

Table 18 Forecast Sales of Baby Food by Category: % Volume 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

Table 19 □Forecast Sales of Baby Food by Category: % Value Growth 2022-2027

CHEESE IN SERBIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Healthy value and volume growth in 2022

Packaged hard cheese is the best-selling type but preferences are changing

Private label benefits from strong domestic supply

PROSPECTS AND OPPORTUNITIES

Rosey outlook over forecast period

Packaged hard cheese set to remain popular over the forecast period

Modernisation of retailing landscape is likely to contribute to the growth of private label value share over the forecast period

CATEGORY DATA

Table 31 Sales of Cheese by Category: Volume 2017-2022

Table 32 Sales of Cheese by Category: Value 2017-2022

Table 33 Sales of Cheese by Category: % Volume Growth 2017-2022

Table 34 Sales of Cheese by Category: % Value Growth 2017-2022

Table 35 Sales of Spreadable Processed Cheese by Type: % Value 2017-2022

Table 36 NBO Company Shares of Cheese: % Value 2018-2022

Table 37 LBN Brand Shares of Cheese: % Value 2019-2022

Table 38 Distribution of Cheese by Format: % Value 2017-2022

Table 39 Forecast Sales of Cheese by Category: Volume 2022-2027

Table 40 □Forecast Sales of Cheese by Category: Value 2022-2027

Table 41 □Forecast Sales of Cheese by Category: % Volume Growth 2022-2027

Table 42 □Forecast Sales of Cheese by Category: % Value Growth 2022-2027

YOGHURT AND SOUR MILK PRODUCTS IN SERBIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Continued volume decline in 2022

Imlek continues to lead in 2022 thanks to its well-established Moja Kravica yoghurt brand

Sour milk products fares better than yoghurt

PROSPECTS AND OPPORTUNITIES

Minimal growth over forecast period

Functional benefits drives innovation over forecast period

Distribution shifts towards modern outlets

CATEGORY DATA

Table 54 Sales of Yoghurt and Sour Milk Products by Category: Volume 2017-2022

Table 55 Sales of Yoghurt and Sour Milk Products by Category: Value 2017-2022

Table 56 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2017-2022

Table 57 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2017-2022

Table 58 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2018-2022

Table 59 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2019-2022

Table 60 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2017-2022

Table 61 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2022-2027

Table 62 Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2022-2027

Table 63 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2022-2027

Table 64 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2022-2027

OTHER DAIRY IN SERBIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

On-the-go consumption recovers for chilled desserts and chilled snacks

Sour cream suffers from less home cooking

Imlek and Ferrero continues to hold on to leading positions

PROSPECTS AND OPPORTUNITIES

Minimal volume growth over forecast period

Foreign players dominate sectors such as chilled snacks, while local players dominate cream

Small local grocers still dominate

CATEGORY DATA

Table 65 Sales of Other Dairy by Category: Volume 2017-2022

Table 66 Sales of Other Dairy by Category: Value 2017-2022

Table 67 Sales of Other Dairy by Category: % Volume Growth 2017-2022

Table 68 Sales of Other Dairy by Category: % Value Growth 2017-2022

Table 69 NBO Company Shares of Other Dairy: % Value 2018-2022

Table 70 LBN Brand Shares of Other Dairy: % Value 2019-2022

Table 71 Distribution of Other Dairy by Format: % Value 2017-2022

Table 72 Forecast Sales of Other Dairy by Category: Volume 2022-2027

Table 73 Forecast Sales of Other Dairy by Category: Value 2022-2027

Table 74 □Forecast Sales of Other Dairy by Category: % Volume Growth 2022-2027

Table 75 □Forecast Sales of Other Dairy by Category: % Value Growth 2022-2027

PLANT-BASED DAIRY IN SERBIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Healthy value and volume growth, though from small base

International players dominate

High prices limit volume growth

PROSPECTS AND OPPORTUNITIES

Plant-based dairy remains niche

Plant-based milk could increasingly steal value share from dairy milk

Environmental agenda supports plant-based dairy

CATEGORY DATA

Table 76 Sales of Plant-Based Dairy by Category: Volume 2017-2022

Table 77 Sales of Plant-Based Dairy by Category: Value 2017-2022

Table 78 Sales of Plant-Based Dairy by Category: % Volume Growth 2017-2022

Table 79 Sales of Plant-Based Dairy by Category: % Value Growth 2017-2022

Table 80 NBO Company Shares of Plant-Based Dairy: % Value 2018-2022

Table 81 LBN Brand Shares of Plant-Based Dairy: % Value 2019-2022

Table 82 Distribution of Plant-Based Dairy by Format: % Value 2017-2022

Table 83 Forecast Sales of Plant-Based Dairy by Category: Volume 2022-2027

Table 84 Forecast Sales of Plant-Based Dairy by Category: Value 2022-2027

Table 85 □Forecast Sales of Plant-Based Dairy by Category: % Volume Growth 2022-2027

Table 86 □Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2022-2027

BUTTER AND SPREADS IN SERBIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Minimal volume growth in 2022

Dijamant continues to lead in 2022, thanks to the popularity of its Dobro Jutro ("Good Morning") margarine brand
Cooking oils with healthier positioning steal value share from butter and spreads

PROSPECTS AND OPPORTUNITIES

Bleak outlook over forecast period

Increasing price sensitivity leads to frequent discounting

Modern grocery retailers set to increase value share over the forecast period due to modernisation trend

CATEGORY DATA

Table 20 Sales of Butter and Spreads by Category: Volume 2017-2022

Table 21 Sales of Butter and Spreads by Category: Value 2017-2022

Table 22 Sales of Butter and Spreads by Category: % Volume Growth 2017-2022

Table 23 Sales of Butter and Spreads by Category: % Value Growth 2017-2022

Table 24 NBO Company Shares of Butter and Spreads: % Value 2018-2022

Table 25 LBN Brand Shares of Butter and Spreads: % Value 2019-2022

Table 26 Distribution of Butter and Spreads by Format: % Value 2017-2022

Table 27 Forecast Sales of Butter and Spreads by Category: Volume 2022-2027

Table 28 Forecast Sales of Butter and Spreads by Category: Value 2022-2027

Table 29 □Forecast Sales of Butter and Spreads by Category: % Volume Growth 2022-2027

Table 30 □Forecast Sales of Butter and Spreads by Category: % Value Growth 2022-2027

DRINKING MILK PRODUCTS IN SERBIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Continued volume decline in 2022

Imlek remains the leading company in drinking milk products, while private label is slowly recovering thanks to Lidl

Flavoured milk sees volume growth

PROSPECTS AND OPPORTUNITIES

Volume decline over forecast period

Opportunities for value-added developments

Plant-based milk increasingly steals value share from dairy milk

CATEGORY DATA

Table 43 Sales of Drinking Milk Products by Category: Volume 2017-2022

Table 44 Sales of Drinking Milk Products by Category: Value 2017-2022

Table 45 Sales of Drinking Milk Products by Category: % Volume Growth 2017-2022

Table 46 Sales of Drinking Milk Products by Category: % Value Growth 2017-2022

Table 47 NBO Company Shares of Drinking Milk Products: % Value 2018-2022

Table 48 LBN Brand Shares of Drinking Milk Products: % Value 2019-2022

Table 49 Distribution of Drinking Milk Products by Format: % Value 2017-2022

Table 50 Forecast Sales of Drinking Milk Products Products by Category: Volume 2022-2027

Table 51 Forecast Sales of Drinking Milk Products Products by Category: Value 2022-2027

Table 52 □Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2022-2027

Table 53 □Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2022-2027

Dairy Products and Alternatives in Serbia

Market Direction | 2022-09-01 | 64 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*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-06
	Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com