

## **Beer in Serbia**

Market Direction | 2023-06-27 | 26 pages | Euromonitor

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### **Report description:**

Serbians returned to the on-trade in greater numbers in 2022 as COVID-19 fears subsided and restrictions were lifted with this continuing to drive volume sales of beer. Lager remains by far the most popular beer in Serbia, although smaller beer categories, like flavoured beer, dark beer and non-alcoholic beer saw stronger growth in total volume terms, albeit from a much lower base. Beer producers looked to attract consumers through utilising various marketing activities. For instance, Jelen offe...

Euromonitor International's Beer 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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- \* Get a detailed picture of the Beer 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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