

Wine in Serbia

Market Direction | 2023-06-27 | 20 pages | Euromonitor

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Report description:

Wine saw healthy growth in total volume terms in 2022 with sales boosted by a further recovery in sales through the on-trade. With COVID-19 fears subsiding and restrictions lifted consumers started to return to their old pre-pandemic lifestyles which included drinking in bars and restaurants all of which fuelled on-trade volume growth for wine. Despite the boost in on-trade sales demand through the off-trade also remained stable with awareness and interest in wine having growth steadily througho...

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non Alcoholic Wine, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

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

Why buy this report?

- * Get a detailed picture of the Wine 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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WINE IN SERBIA

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Wine benefits from a return to pre-pandemic lifestyle behaviours
Natural wine has potential but economic pressures continue to inform purchasing decisions
Serbia hosts its first international wine fare in 2022

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Sustainability concerns likely to have a growing influence
Economic uncertainty likely to influence demand for wine

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Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2022

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