

Snacks in Serbia

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Report description:

Retail sales of snacks saw positive growth in 2023, continuing the pattern of the previous year. This was largely due to the return of consumers to their busy, pre-pandemic lifestyles, including increased opportunities for socialisation inside and outside the home and on-the-go and impulse consumption. With less time for food preparation, eating habits became more fluid, with more Serbians choosing to snack throughout the day, in preference to sitting down for three larger meals. This led to sig...

Euromonitor International's Snacks 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 2018-2022, 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 2027, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

- * Get a detailed picture of the Snacks 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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CHOCOLATE CONFECTIONERY IN SERBIA

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Return to active, on-the-go lifestyles fuels demand for chocolate confectionery
Consumers pay more attention to discounts and promotions, as well as private label, in the context of high inflation
Despite the inflationary pressure, consumers remain loyal to their favourite brands

PROSPECTS AND OPPORTUNITIES

Stable growth expected, despite tough economic conditions, thanks to its status as an affordable indulgence
Discounts, promotions and limited editions will be a key feature of the category, as consumers remain price sensitive
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Slowdown in growth in 2023, as consumers look to other breath-refreshing alternatives

Wrigley has virtual monopoly on sales

Convenience and accessibility dictate distribution choices

PROSPECTS AND OPPORTUNITIES

More time spent outside the home will drive demand for gum, although growth potential will be limited by the popularity of other breath-freshening alternatives

Sugar-free gum will continue to lead sales

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SUGAR CONFECTIONERY IN SERBIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales benefit from increase in number of impulse buying occasions

Gummies lead in terms of sales and innovation

Leader Pionir continues to invest in new product launches

PROSPECTS AND OPPORTUNITIES

Growth will be restricted by competition from other snacking options

Healthier lifestyles will lead to widening availability of sugar-free alternatives

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Bambi retains its lead, with private label remaining underdeveloped

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Health and wellness trend will grow in importance

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