

## **Concentrates in Bosnia and Herzegovina**

Market Direction | 2023-12-08 | 27 pages | Euromonitor

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### **Report description:**

While concentrates are a sizeable product area in Bosnia-Herzegovina, they have been on a downward trajectory in recent years and this expected to continue in 2023, with a further fall in volume sales. Consumers prefer the convenience of RTD options and also perceive concentrates as being a staid, old fashioned product area, with little innovation. The high sugar content is also a concern.

Euromonitor International's Concentrates in Bosnia and Herzegovina 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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- \* Get a detailed picture of the Concentrates 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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## Table of Contents:

Concentrates in Bosnia and Herzegovina  
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List Of Contents And Tables

### CONCENTRATES IN BOSNIA AND HERZEGOVINA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Fall in volume sales in 2023

Competitive landscape remains stable

Powder concentrates remain most popular format

#### PROSPECTS AND OPPORTUNITIES

Further fall in volume sales over the forecast period

Focus on healthier positioning

Innovation needed to boost sector

#### CATEGORY DATA

##### Concentrates Conversions

Summary 1 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 1 Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 2 Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 3 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023

Table 4 Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2019-2023

Table 6 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023

Table 7 NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 8 LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 9 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 10 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 11 NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023

Table 12 LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023

Table 13 Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 14 Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 15 Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 16 Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

### SOFT DRINKS IN BOSNIA AND HERZEGOVINA

#### EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

#### MARKET DATA

Table 17 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 18 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

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Table 19 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023  
Table 20 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023  
Table 21 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022  
Table 22 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022  
Table 23 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022  
Table 24 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022  
Table 25 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023  
Table 26 ☐Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023  
Table 27 ☐Off-trade Sales of Soft Drinks by Category: Value 2018-2023  
Table 28 ☐Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023  
Table 29 ☐Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023  
Table 30 ☐Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023  
Table 31 ☐NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023  
Table 32 ☐LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023  
Table 33 ☐NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023  
Table 34 ☐LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023  
Table 35 ☐Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023  
Table 36 ☐Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023  
Table 37 ☐Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023  
Table 38 ☐Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023  
Table 39 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028  
Table 40 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028  
Table 41 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028  
Table 42 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028  
Table 43 ☐Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028  
Table 44 ☐Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028  
Table 45 ☐Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028  
Table 46 ☐Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028  
Table 47 ☐Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028  
Table 48 ☐Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

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SOURCES

Summary 2 Research Sources

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