

## **Carbonates in Serbia**

Market Direction | 2024-01-09 | 28 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

As prices rise and disposable incomes decline, Serbians are reassessing their daily purchases, notably reducing consumption of non-essential items like carbonated beverages. Health-conscious consumers are shifting towards healthier alternatives and expressing greater willingness to cut down on sugar intake, resulting in continued growth of reduced sugar carbonates sales throughout 2023.

Euromonitor International's Carbonates 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 (2019-2023), 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 2028 illustrate how the market is set to change.

Product coverage: Cola Carbonates, Non-Cola Carbonates, Reduced Sugar Carbonates, Regular Carbonates.

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

Why buy this report?

- \* Get a detailed picture of the Carbonates 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](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Carbonates in Serbia  
Euromonitor International  
January 2024

### List Of Contents And Tables

#### CARBONATES IN SERBIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Reconsideration of purchases amid economic changes

Marketing initiatives by Knjaz Milos and Pepsi

Price sensitivity and attraction to private label

##### PROSPECTS AND OPPORTUNITIES

Projected growth in carbonates sales

Competition dynamics and leading players

On-trade volume sales expectations

##### CATEGORY DATA

Table 1 Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 2 Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 3 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 4 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 5 Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 6 Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 7 Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 8 Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 9 Sales of Carbonates by Total Fountain On-trade: Volume 2018-2023

Table 10 Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2018-2023

Table 11 NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023

Table 12 LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023

Table 13 NBO Company Shares of Off-trade Carbonates: % Value 2019-2023

Table 14 LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

Table 15 Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028

Table 16 Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

Table 17 Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028

Table 18 Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028

Table 19 Forecast Sales of Carbonates by Total Fountain On-trade: Volume 2023-2028

Table 20 Forecast Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2023-2028

#### SOFT DRINKS IN SERBIA

##### 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 21 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 22 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 23 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 24 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 25 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 26 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 27 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 28 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 29 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 30 ☐Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 31 ☐Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 32 ☐Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 33 ☐Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 34 ☐Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 35 ☐NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 36 ☐LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 37 ☐NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 38 ☐LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 39 ☐Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 40 ☐Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 41 ☐Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 42 ☐Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 43 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 44 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 45 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 46 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 47 ☐Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 48 ☐Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 49 ☐Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 50 ☐Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 51 ☐Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 52 ☐Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Carbonates in Serbia

Market Direction | 2024-01-09 | 28 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	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		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*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-06"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com