

## **Hot Drinks in Serbia**

Market Direction | 2024-01-09 | 31 pages | Euromonitor

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### **Report description:**

In 2023, the consumption of hot drinks in Serbia faced a slowdown due to rising prices and a decline in disposable income. Consumers responded by reducing consumption volumes, shifting towards more affordable brands, opting for private label products, or making purchases during price discounts and promotions. Many consumers encountered difficulties meeting their monthly expenses, leading to an increased attraction towards private label brands that provided value-for-money offers.

Euromonitor International's Hot Drinks 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 or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

- \* Get a detailed picture of the Hot Drinks 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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