

## Juice in Serbia

Market Direction | 2024-01-09 | 26 pages | Euromonitor

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### **Report description:**

Juice, deemed non-essential, witnessed a decline in consumption in 2023, influenced by soaring prices and a decrease in disposable income within Serbia. Economically conscious consumers reduced juice consumption or migrated towards more affordable options like nectars and juice drinks. This year, akin to the lower consumption during COVID-19, the reduced number of juice occasions stemmed from the product's higher cost. Consumers opted for smaller package sizes to prevent wastage, often making ch...

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

### Why buy this report?

- \* Get a detailed picture of the Juice 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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