

## **Beer in Serbia**

Market Direction | 2024-07-04 | 25 pages | Euromonitor

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### **Report description:**

Beer volume sales in Serbia remained upbeat in 2023, with the on-trade continuing to see double-digit growth and recovering back to pre-pandemic levels. Price sensitivity encouraged consumers to seek out cheaper prices of beer. As a result, one-fifth of beer was purchased on discount enabling manufacturers to elevate consumption in the off-trade. Serbians had returned to the on-trade in greater numbers in 2022 as COVID-19 fears subsided and restrictions were lifted with this continuing to drive...

Euromonitor International's Beer 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: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- \* Get a detailed picture of the Beer 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.

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## **Table of Contents:**

Beer in Serbia  
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### List Of Contents And Tables

#### BEER IN SERBIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Upbeat performance in beer consumption spurred by discounts

Health concerns prompt focus on non-alcoholic beer

Local players address issue of sustainability

##### PROSPECTS AND OPPORTUNITIES

Positive outlook for beer category

Heavy emphasis on marketing and promotions

Non-alcoholic beer shows promising growth potential

##### CATEGORY BACKGROUND

Lager price band methodology

Summary 1      Lager by Price Band 2023

##### CATEGORY DATA

Table 1 Sales of Beer by Category: Total Volume 2018-2023

Table 2 Sales of Beer by Category: Total Value 2018-2023

Table 3 Sales of Beer by Category: % Total Volume Growth 2018-2023

Table 4 Sales of Beer by Category: % Total Value Growth 2018-2023

Table 5 Sales of Beer by Off-trade vs On-trade: Volume 2018-2023

Table 6 Sales of Beer by Off-trade vs On-trade: Value 2018-2023

Table 7 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 8 Sales of Beer by Off-trade vs On-trade: % Value Growth 2018-2023

Table 9 GBO Company Shares of Beer: % Total Volume 2019-2023

Table 10 □NBO Company Shares of Beer: % Total Volume 2019-2023

Table 11 □LBN Brand Shares of Beer: % Total Volume 2019-2023

Table 12 □Forecast Sales of Beer by Category: Total Volume 2023-2028

Table 13 □Forecast Sales of Beer by Category: Total Value 2023-2028

Table 14 □Forecast Sales of Beer by Category: % Total Volume Growth 2023-2028

Table 15 □Forecast Sales of Beer by Category: % Total Value Growth 2023-2028

##### ALCOHOLIC DRINKS IN SERBIA

##### EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

##### MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

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Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

## TAXATION AND DUTY LEVIES

Summary 2 Taxation and Duty Levies on Alcoholic Drinks 2022-2023

## OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

## KEY NEW PRODUCT LAUNCHES

Outlook

## MARKET INDICATORS

Table 16 Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

## MARKET DATA

Table 17 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 18 Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 19 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 20 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 21 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 22 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 25 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 26 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 27 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 28 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 29 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 30 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 31 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

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## SOURCES

Summary 3 Research Sources

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