

Butter and Spreads in Serbia

Market Direction | 2024-08-30 | 15 pages | Euromonitor

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Report description:

Butter and spreads in Serbia is experiencing challenges due to the increasingly busy lifestyles of consumers and rising prices in 2024. As a result, more affordable cooking fats have gained popularity, attracting consumers with their lower prices. Price-sensitive Serbian consumers are particularly drawn to products on discount, prompting producers to frequently offer price reductions to remain competitive. The presence of private label products, which often come at lower prices and in smaller pa...

Euromonitor International's Butter and Spreads in Serbia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Butter, Cooking Fats, Margarine and Spreads.

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

Why buy this report?

- * Get a detailed picture of the Butter and Spreads 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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