

Drinking Milk Products in Serbia

Market Direction | 2024-08-30 | 17 pages | Euromonitor

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Report description:

The performance of drinking milk products in Serbia in 2024 has been marked by a decline in volume sales alongside a significant increase in unit prices. For many local producers, the production of drinking milk products has become increasingly unprofitable, leading them to shift their focus towards other dairy products with higher profit margins. The major consumers of milk in Serbia continue to be low-income households, who are particularly sensitive to price changes, further complicating the...

Euromonitor International's Drinking Milk Products 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: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- * Get a detailed picture of the Drinking Milk Products 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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Table of Contents:

Drinking Milk Products in Serbia
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List Of Contents And Tables

DRINKING MILK PRODUCTS IN SERBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Decline in volume sales and profitability challenges

Shift towards lower-fat and speciality milk

Rising competition from plant-based milk alternatives

PROSPECTS AND OPPORTUNITIES

Challenges due to decreasing domestic milk supply

Limited innovation amidst declining volume sales

Continued impact of plant-based milk popularity

CATEGORY DATA

Table 1 Sales of Drinking Milk Products by Category: Volume 2019-2024

Table 2 Sales of Drinking Milk Products by Category: Value 2019-2024

Table 3 Sales of Drinking Milk Products by Category: % Volume Growth 2019-2024

Table 4 Sales of Drinking Milk Products by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Drinking Milk Products: % Value 2020-2024

Table 6 LBN Brand Shares of Drinking Milk Products: % Value 2021-2024

Table 7 Distribution of Drinking Milk Products by Format: % Value 2019-2024

Table 8 Forecast Sales of Drinking Milk Products by Category: Volume 2024-2029

Table 9 Forecast Sales of Drinking Milk Products by Category: Value 2024-2029

Table 10 □Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2024-2029

Table 11 □Forecast Sales of Drinking Milk Products by Category: % Value Growth 2024-2029

DAIRY PRODUCTS AND ALTERNATIVES IN SERBIA

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 12 Sales of Dairy Products and Alternatives by Category: Value 2019-2024

Table 13 Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024

Table 14 NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024

Table 15 LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024

Table 16 Penetration of Private Label by Category: % Value 2019-2024

Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024

Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029

Table 19 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

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