

Juice in Serbia

Market Direction | 2025-01-22 | 26 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

High prices and declining disposable incomes continue to impact volume sales of juice in Serbia in 2024, especially not from concentrate 100% juice, which is experiencing further decline. The fact that juice is perceived to be a non-essential item is also affecting demand. The on-trade channel continues to recover and is recording faster growth than off-trade as consumers are spending more time outside their homes; however, the economising trend and consumers reducing the frequency of foodservic...

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 (2020-2024), 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 2029 illustrate how the market is set to change.

Product coverage: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars.

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.

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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Juice in Serbia
Euromonitor International
January 2025

List Of Contents And Tables

JUICE IN SERBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

High prices and declining disposable incomes impact demand in 2024

Leading brands maintain their positions with the support of advertising and promotions

Little innovation in a mature market

PROSPECTS AND OPPORTUNITIES

Juice to benefit from its perception of being a healthy soft drink

Intense competition between leading brands and private label

Health and sustainability trends influence innovation

CATEGORY DATA

Table 1 Off-trade Sales of Juice by Category: Volume 2019-2024

Table 2 Off-trade Sales of Juice by Category: Value 2019-2024

Table 3 Off-trade Sales of Juice by Category: % Volume Growth 2019-2024

Table 4 Off-trade Sales of Juice by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Off-trade Juice: % Volume 2020-2024

Table 6 LBN Brand Shares of Off-trade Juice: % Volume 2021-2024

Table 7 NBO Company Shares of Off-trade Juice: % Value 2020-2024

Table 8 LBN Brand Shares of Off-trade Juice: % Value 2021-2024

Table 9 Forecast Off-trade Sales of Juice by Category: Volume 2024-2029

Table 10 □Forecast Off-trade Sales of Juice by Category: Value 2024-2029

Table 11 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2024-2029

Table 12 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2024-2029

SOFT DRINKS IN SERBIA

EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 21	Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024
Table 22	Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024
Table 23	Off-trade Sales of Soft Drinks by Category: Value 2019-2024
Table 24	Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024
Table 25	Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024
Table 26	Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024
Table 27	NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024
Table 28	LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024
Table 29	NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024
Table 30	LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024
Table 31	Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024
Table 32	Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024
Table 33	Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024
Table 34	Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024
Table 35	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029
Table 36	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029
Table 37	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029
Table 38	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029
Table 39	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029
Table 40	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029
Table 41	Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029
Table 42	Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029
Table 43	Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029
Table 44	Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Juice in Serbia

Market Direction | 2025-01-22 | 26 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-13"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com