

RTD Coffee in Serbia

Market Direction | 2025-01-22 | 23 pages | Euromonitor

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Report description:

Volume sales of RTD coffee in Serbia in 2024 are boosted by growing consumer awareness about RTD coffee and it being a small, unsaturated category. An expanding product assortment is also supporting sales in the year. However, high price growth and a decline in consumers' disposable incomes prevent higher category growth.

Euromonitor International's RTD Coffee 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.

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

Why buy this report?

- * Get a detailed picture of the RTD Coffee 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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RTD COFFEE IN SERBIA

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Increased consumer awareness supports volume growth in 2024

Growing assortment of products captures consumer interest

Challenge of competition from coffee shops' freshly-made RTD coffee

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Increased competition and price sensitivity to drive price-based competition and frequent discounting

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