

Carbonates in Serbia

January 2025

Table of Contents

Carbonates in Serbia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price increases and health concerns influence purchasing decisions in 2024 Little innovation in cola carbonates New flavours and healthier options in non-cola carbonates

PROSPECTS AND OPPORTUNITIES

A brighter outlook as price increases slow Innovation to capture consumers' attention Leading companies to maintain their market positions

CATEGORY DATA

Table 1 - Off-trade vs On-trade Sales of Carbonates: Volume 2019-2024 Table 2 - Off-trade vs On-trade Sales of Carbonates: Value 2019-2024 Table 3 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2019-2024 Table 4 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2019-2024 Table 5 - Off-trade Sales of Carbonates by Category: Volume 2019-2024 Table 6 - Off-trade Sales of Carbonates by Category: Value 2019-2024 Table 7 - Off-trade Sales of Carbonates by Category: % Volume Growth 2019-2024 Table 8 - Off-trade Sales of Carbonates by Category: % Value Growth 2019-2024 Table 9 - Sales of Carbonates by Total Fountain On-trade: Volume 2019-2024 Table 10 - Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2019-2024 Table 11 - NBO Company Shares of Off-trade Carbonates: % Volume 2020-2024 Table 12 - LBN Brand Shares of Off-trade Carbonates: % Volume 2021-2024 Table 13 - NBO Company Shares of Off-trade Carbonates: % Value 2020-2024 Table 14 - LBN Brand Shares of Off-trade Carbonates: % Value 2021-2024 Table 15 - Forecast Off-trade Sales of Carbonates by Category: Volume 2024-2029 Table 16 - Forecast Off-trade Sales of Carbonates by Category: Value 2024-2029 Table 17 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2024-2029 Table 18 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2024-2029 Table 19 - Forecast Sales of Carbonates by Total Fountain On-trade: Volume 2024-2029 Table 20 - Forecast Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2024-2029

Soft Drinks in Serbia - Industry Overview

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 21 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024Table 22 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024Table 24 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024Table 25 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024Table 26 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024Table 27 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024

Table 28 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024 Table 29 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024 Table 30 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024 Table 31 - Off-trade Sales of Soft Drinks by Category: Value 2019-2024 Table 32 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024 Table 33 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024 Table 34 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024 Table 35 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024 Table 36 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024 Table 37 - NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024 Table 38 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024 Table 39 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024 Table 40 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024 Table 41 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024 Table 42 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024 Table 43 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029 Table 44 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029 Table 45 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029 Table 46 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029 Table 47 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029 Table 48 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029 Table 49 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029 Table 50 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029 Table 51 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029 Table 52 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/carbonates-in-serbia/report.