



Hot Drinks in Serbia

January 2025

Table of Contents

EXECUTIVE SUMMARY

- Hot drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
- Foodservice vs retail split
- What next for hot drinks?

MARKET DATA

- Table 1 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2019-2024
- Table 2 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2019-2024
- Table 3 - Retail Sales of Hot Drinks by Category: Volume 2019-2024
- Table 4 - Retail Sales of Hot Drinks by Category: Value 2019-2024
- Table 5 - Retail Sales of Hot Drinks by Category: % Volume Growth 2019-2024
- Table 6 - Retail Sales of Hot Drinks by Category: % Value Growth 2019-2024
- Table 7 - Foodservice Sales of Hot Drinks by Category: Volume 2019-2024
- Table 8 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2019-2024
- Table 9 - Total Sales of Hot Drinks by Category: Total Volume 2019-2024
- Table 10 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2019-2024
- Table 11 - NBO Company Shares of Hot Drinks: % Retail Value 2020-2024
- Table 12 - LBN Brand Shares of Hot Drinks: % Retail Value 2021-2024
- Table 13 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2019-2024
- Table 14 - Retail Distribution of Hot Drinks by Format: % Volume 2019-2024
- Table 15 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2024
- Table 16 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2024-2029
- Table 17 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2024-2029
- Table 18 - Forecast Retail Sales of Hot Drinks by Category: Volume 2024-2029
- Table 19 - Forecast Retail Sales of Hot Drinks by Category: Value 2024-2029
- Table 20 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2024-2029
- Table 21 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2024-2029
- Table 22 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2024-2029
- Table 23 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2024-2029
- Table 24 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2024-2029
- Table 25 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Rising prices impact retail sales in 2024
- A nation of coffee lovers
- Instant coffee mixes benefit from a burgeoning assortment of flavours

PROSPECTS AND OPPORTUNITIES

- Convenience trend and an expanding assortment of products will drive growth
- Promotions will remain a major driver of volume sales

Innovation to pique consumers' interest

CATEGORY DATA

Table 26 - Retail Sales of Coffee by Category: Volume 2019-2024

Table 27 - Retail Sales of Coffee by Category: Value 2019-2024

Table 28 - Retail Sales of Coffee by Category: % Volume Growth 2019-2024

Table 29 - Retail Sales of Coffee by Category: % Value Growth 2019-2024

Table 30 - NBO Company Shares of Coffee: % Retail Value 2020-2024

Table 31 - LBN Brand Shares of Coffee: % Retail Value 2021-2024

Table 32 - Forecast Retail Sales of Coffee by Category: Volume 2024-2029

Table 33 - Forecast Retail Sales of Coffee by Category: Value 2024-2029

Table 34 - Forecast Retail Sales of Coffee by Category: % Volume Growth 2024-2029

Table 35 - Forecast Retail Sales of Coffee by Category: % Value Growth 2024-2029

Tea in Serbia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price increases and consumers frequenting foodservice establishments impact retail sales in 2024

Leading brands benefit from wide assortments and availability

Rising demand for herbal teas

PROSPECTS AND OPPORTUNITIES

Further off-trade decline

Fruit/herbal tea to benefit from rising health consciousness

Leading players to maintain their positions with active advertising and promotional activity

CATEGORY DATA

Table 36 - Retail Sales of Tea by Category: Volume 2019-2024

Table 37 - Retail Sales of Tea by Category: Value 2019-2024

Table 38 - Retail Sales of Tea by Category: % Volume Growth 2019-2024

Table 39 - Retail Sales of Tea by Category: % Value Growth 2019-2024

Table 40 - NBO Company Shares of Tea: % Retail Value 2020-2024

Table 41 - LBN Brand Shares of Tea: % Retail Value 2021-2024

Table 42 - Forecast Retail Sales of Tea by Category: Volume 2024-2029

Table 43 - Forecast Retail Sales of Tea by Category: Value 2024-2029

Table 44 - Forecast Retail Sales of Tea by Category: % Volume Growth 2024-2029

Table 45 - Forecast Retail Sales of Tea by Category: % Value Growth 2024-2029

Other Hot Drinks in Serbia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Stable growth in 2024

Nesquik leads chocolate-based drinks with its wide assortment and availability

Other plant-based drinks benefit from rising health awareness

PROSPECTS AND OPPORTUNITIES

Stable growth thanks to a loyal consumer base

Leading players will maintain their dominant positions

Rising health and sustainability concerns influence future innovation

CATEGORY DATA

Table 46 - Retail Sales of Other Hot Drinks by Category: Volume 2019-2024

Table 47 - Retail Sales of Other Hot Drinks by Category: Value 2019-2024

Table 48 - Retail Sales of Other Hot Drinks by Category: % Volume Growth 2019-2024

Table 49 - Retail Sales of Other Hot Drinks by Category: % Value Growth 2019-2024

Table 50 - NBO Company Shares of Other Hot Drinks: % Retail Value 2020-2024

Table 51 - LBN Brand Shares of Other Hot Drinks: % Retail Value 2021-2024

Table 52 - Forecast Retail Sales of Other Hot Drinks by Category: Volume 2024-2029

Table 53 - Forecast Retail Sales of Other Hot Drinks by Category: Value 2024-2029

Table 54 - Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2024-2029

Table 55 - Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2024-2029

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/hot-drinks-in-serbia/report.