



Wine in Serbia

July 2024

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Wine in Serbia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

On-trade recovery spurs overall wine consumption
Rising competition elevates marketing efforts
Wine tourism and events support local brands and producers

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Consumer price sensitivity to remain high
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Alcoholic Drinks in Serbia - Industry Overview

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On-trade vs off-trade split
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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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