

Concentrates in Serbia

January 2025

Table of Contents

Concentrates in Serbia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Concentrates benefit from their lower prices in 2024

Cedevita maintains its lead; however, private label is on the rise

Atlantic BG doo introduces healthier Cedevita Vitamin Water

PROSPECTS AND OPPORTUNITIES

Slowed growth with rising competition from healthier and more convenient soft drinks

Rising competition from private label

Concentrates producers to focus on creating healthier options

CATEGORY DATA

Concentrates Conversions

Summary 1 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 1 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2019-2024

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

Table 3 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2019-2024

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

Table 5 - NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2020-2024

Table 6 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2021-2024

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

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

Table 9 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2024

Table 10 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2024

Table 11 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2024

Table 12 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2024

Table 13 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2024-2029

Table 14 - Forecast Off-trade Sales of Concentrates by Category: Value 2024-2029

Table 15 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2024-2029

Table 16 - Forecast Off-trade Sales of Concentrates by Category: % Value 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 17 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024

Table 18 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024

Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024

Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024

Table 21 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024

Table 22 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024

Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024

Table 24 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024

Table 25 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024

- Table 26 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024
- Table 27 Off-trade Sales of Soft Drinks by Category: Value 2019-2024
- Table 28 Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024
- Table 29 Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024
- Table 30 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024
- Table 31 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024
- Table 32 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024
- Table 33 NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024
- Table 34 LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024
- Table 35 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024
- Table 36 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024
- Table 37 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024
- Table 38 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024
- Table 39 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029
- Table 40 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029
- Table 41 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029
- Table 42 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029
- Table 43 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029
- Table 44 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029
- Table 45 Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029
- Table 46 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029
- Table 47 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029
- Table 48 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

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SOURCES

Summary 2 - Research Sources

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