



**Euromonitor  
International**

# Wine in Bosnia and Herzegovina

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Wine outpaces beer in terms of growth as premiumisation and on-trade demand drive market expansion  
Innovation accelerates in wine, with premium reds and sparkling varieties leading new launches  
Supermarkets lead wine sales while e-commerce becomes fastest-growing channel

PROSPECTS AND OPPORTUNITIES

Growing awareness of health benefits of wine will fuel steady growth, with vermouth set to show particular dynamism  
Still red wine will see strong performance  
Sustainability concerns will shape new packaging formats

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EXECUTIVE SUMMARY

Alcoholic drinks in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retail developments

On-trade vs off-trade split  
What next for alcoholic drinks?

## MARKET BACKGROUND

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

## TAXATION AND DUTY LEVIES

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## SOURCES

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