



Euromonitor  
International

# Rtds in Bosnia and Herzegovina

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales of RTDs surge in 2024, supported by high level of innovation  
Olvi Oyj drives market growth with Le Coq and Johan Freitag  
Modern grocery retailers and e-commerce fuel growth, while on-trade dominates sales

PROSPECTS AND OPPORTUNITIES

Market faces slowdown amid demographic challenges, but spirit-based RTDs remain growth drivers  
RTD market set for intensified competition amid focus on health  
Innovation in RTDs to focus on new flavours, premium ingredients, and wellness

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Alcoholic Drinks in Bosnia and Herzegovina - Industry Overview

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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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Contraband/parallel trade

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