



Euromonitor  
International

# Beer in Bosnia and Herzegovina

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

High level of saturation limits overall growth but potential remains in niche segments  
Starbev Sarl retains its leading position, driven by broad and popular brand portfolio  
Food/drink/tobacco specialists lead off-trade beer sales while e-commerce is key driver of growth

PROSPECTS AND OPPORTUNITIES

Modest growth expected in mature market, although niche and alternative offerings will gain momentum  
Craft beer will see growing presence  
Non-alcoholic and low-alcohol beers will see inclusion functional ingredients to meet demands of health-conscious

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Alcoholic Drinks in Bosnia and Herzegovina - Industry Overview

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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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