



Euromonitor
International

Spirits in Bosnia and Herzegovina

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2024 DEVELOPMENTS

Overall growth remains modest but mixology trend drives white rum forward
Badel 1862 leads the market, driven by strong heritage and continued investment in innovation
Convenience is key factor shaping choice of retail outlet

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E-commerce channel to fuel growth of artisanal offerings
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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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