



Hot Drinks in Serbia

January 2026

Table of Contents

EXECUTIVE SUMMARY

Price-sensitive consumers seek discounts and promotions amidst high prices for coffee and cocoa

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Market polarisation seen, with elements of premiumisation continuing

Sustainability continues to rise as a key trend, affecting packaging formats

Convenience and demand for on-the-go consumption boost interest in hot drinks pods

WHAT'S NEXT?

Retail volume sales of hot drinks expected to return to sub-decimal growth, although competition from foodservice may rise

Price sensitivity will continue to affect consumer behaviour, benefitting budget brands and private label

Health and wellness trends, premiumisation, and personalisation will inspire new product developments

COMPETITIVE LANDSCAPE

Atlantic Grupa (GBO) benefits from popular selection of coffee brands with strong distribution across the country

Krüger enjoys dynamic growth to take first brand place in instant tea

CHANNELS

Supermarkets maintains place as the leading distribution channel, thanks to offering the widest ranges of products and brands

Discounters benefit from a growing number of stores, while e-commerce continues to emerge

Foodservice vs retail split

MARKET DATA

Table 1 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2020-2025

Table 2 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2020-2025

Table 3 - Retail Sales of Hot Drinks by Category: Volume 2020-2025

Table 4 - Retail Sales of Hot Drinks by Category: Value 2020-2025

Table 5 - Retail Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 6 - Retail Sales of Hot Drinks by Category: % Value Growth 2020-2025

Table 7 - Foodservice Sales of Hot Drinks by Category: Volume 2020-2025

Table 8 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 9 - Total Sales of Hot Drinks by Category: Total Volume 2020-2025

Table 10 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2020-2025

Table 11 - NBO Company Shares of Hot Drinks: % Retail Value 2021-2025

Table 12 - LBN Brand Shares of Hot Drinks: % Retail Value 2022-2025

Table 13 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2020-2025

Table 14 - Retail Distribution of Hot Drinks by Format: % Volume 2020-2025

Table 15 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2025

Table 16 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2025-2030

Table 17 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2025-2030

Table 18 - Forecast Retail Sales of Hot Drinks by Category: Volume 2025-2030

Table 19 - Forecast Retail Sales of Hot Drinks by Category: Value 2025-2030

Table 20 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 21 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2025-2030

Table 22 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2025-2030

Table 23 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 24 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2025-2030

Table 25 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

[Coffee in Serbia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Coffee sales influenced by consumers trading down amidst high unit prices

INDUSTRY PERFORMANCE

Consumers seek discounts and special offers to maintain consumption

Coffee pods attract urban consumers, with aluminium variants meeting sustainability trends

WHAT'S NEXT?

Ongoing positive sales for coffee, although competition will continue from foodservice

Health and wellness and sustainability trends will inspire new product developments

While price sensitivity drives budget sales, producers likely to give their core brands a premium image

COMPETITIVE LANDSCAPE

Atlantic Grupa (GBO) benefits from popular selection of coffee brands with strong distribution across the country

Leading players and private label see healthy growth

CHANNELS

Supermarkets maintains place as the leading distribution channel, thanks to offering the widest ranges of coffee products and brands

Discounters benefit from a growing number of stores, while e-commerce continues to emerge

CATEGORY DATA

Table 26 - Retail Sales of Coffee by Category: Volume 2020-2025

Table 27 - Retail Sales of Coffee by Category: Value 2020-2025

Table 28 - Retail Sales of Coffee by Category: % Volume Growth 2020-2025

Table 29 - Retail Sales of Coffee by Category: % Value Growth 2020-2025

Table 30 - NBO Company Shares of Coffee: % Retail Value 2021-2025

Table 31 - LBN Brand Shares of Coffee: % Retail Value 2022-2025

Table 32 - Forecast Retail Sales of Coffee by Category: Volume 2025-2030

Table 33 - Forecast Retail Sales of Coffee by Category: Value 2025-2030

Table 34 - Forecast Retail Sales of Coffee by Category: % Volume Growth 2025-2030

Table 35 - Forecast Retail Sales of Coffee by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Tea in Serbia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Value sales of tea maintain low positive growth, while volume sales remain in a slump

INDUSTRY PERFORMANCE

Sales of tea continue to be challenged by seasonal demand, while more emergent categories support growth

Strong cultural tradition and health trends support the growth of herbal teas

WHAT'S NEXT?

Stronger sales of tea will continue to be challenged over the forecast period

Innovation expected in functional teas, with global trends likely to gradually influence further developments

Brand competition will remain price-focussed over the forecast period

COMPETITIVE LANDSCAPE

Fructus maintains lead as the strongest brand across black, fruit/herbal, and green tea

Krüger enjoys dynamic growth to take first brand place in instant tea

CHANNELS

Small local grocers continue to benefit from consumer demand for quick and frequent shopping trips

Retail e-commerce continues to emerge from a low base

CATEGORY DATA

Table 36 - Retail Sales of Tea by Category: Volume 2020-2025

Table 37 - Retail Sales of Tea by Category: Value 2020-2025

Table 38 - Retail Sales of Tea by Category: % Volume Growth 2020-2025

Table 39 - Retail Sales of Tea by Category: % Value Growth 2020-2025

Table 40 - NBO Company Shares of Tea: % Retail Value 2021-2025

Table 41 - LBN Brand Shares of Tea: % Retail Value 2022-2025

Table 42 - Forecast Retail Sales of Tea by Category: Volume 2025-2030

Table 43 - Forecast Retail Sales of Tea by Category: Value 2025-2030

Table 44 - Forecast Retail Sales of Tea by Category: % Volume Growth 2025-2030

Table 45 - Forecast Retail Sales of Tea by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Other Hot Drinks in Serbia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Other hot drinks shows a resilient performance

INDUSTRY PERFORMANCE

Demand supported by consumers seeking to lower their caffeine intake

Value sales of chocolate-based flavoured powder drinks supported by high prices of cocoa

WHAT'S NEXT?

Positive sales will continue for other hot drinks, supported by demand for affordable indulgence and low-caffeine options

Limited competition in other hot drinks expected to impact potentially stronger volume growth

Health and wellness trends support demand for functional other hot drinks

COMPETITIVE LANDSCAPE

Franck dd benefits from offering two options in other plant-based hot drinks

La Festa Chocollatta benefits from offering single-serve formats in addition to its larger package size

CHANNELS

Supermarkets maintains place as the leading distribution channel, thanks to offering the widest ranges of products and strong promotions

Discounters benefit from a growing number of stores, while e-commerce continues to emerge

CATEGORY DATA

Table 46 - Retail Sales of Other Hot Drinks by Category: Volume 2020-2025

Table 47 - Retail Sales of Other Hot Drinks by Category: Value 2020-2025

Table 48 - Retail Sales of Other Hot Drinks by Category: % Volume Growth 2020-2025

Table 49 - Retail Sales of Other Hot Drinks by Category: % Value Growth 2020-2025

Table 50 - NBO Company Shares of Other Hot Drinks: % Retail Value 2021-2025

Table 51 - LBN Brand Shares of Other Hot Drinks: % Retail Value 2022-2025

Table 52 - Forecast Retail Sales of Other Hot Drinks by Category: Volume 2025-2030

Table 53 - Forecast Retail Sales of Other Hot Drinks by Category: Value 2025-2030

Table 54 - Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2025-2030

Table 55 - Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hot-drinks-in-serbia/report.