



Euromonitor  
International

# Other Hot Drinks in Serbia

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## Other Hot Drinks in Serbia - Category analysis

### 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 Chocolatta 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

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### Hot Drinks in Serbia - Industry Overview

#### EXECUTIVE SUMMARY

Price-sensitive consumers seek discounts and promotions midst 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

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