



Euromonitor
International

Sauces, Dips and Condiments in Serbia

November 2025

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Sauces, Dips and Condiments in Serbia - Category analysis

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2025 DEVELOPMENTS

Sales benefit from urbanisation, attracting growing number of busy consumers

INDUSTRY PERFORMANCE

Urbanisation drives growth but consumers remain price sensitive

Tomato pastes and purées leads growth

WHAT'S NEXT?

Market will see continue growth, supported by convenience and culinary exploration

Limited innovation in terms of “better-for-you” offerings

Price sensitivity will remain high

COMPETITIVE LANDSCAPE

Polimark seeks to strengthen its lead through partnership with Nelt

Private label continues to gain ground

CHANNELS

Small local grocers remain key in remote regions

E-commerce registers fastest growth

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Cooking Ingredients and Meals in Serbia - Industry Overview

EXECUTIVE SUMMARY

Busy lifestyles boosting demand for convenient options but price sensitivity remains high

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Increasingly busy lifestyles drive sales

Consumers remain price sensitive

Shift towards natural, health-focused, and plant-based products

WHAT'S NEXT?

Government caps likely to ease food prices

Price sensitivity will continue to shape consumer behaviour

Health and wellness trend will gain traction

COMPETITIVE LANDSCAPE

Polimark continues to lead sales
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Private label gains traction

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