



Euromonitor
International

Wine in Serbia

August 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wine Summary

INDUSTRY PERFORMANCE

Montelliana'S Mini Format Answers the Demand for Convenience and Value

Chart 1 - Montelliana Prosecco Extra Dry Available in a 200ml Bottle

Prokupac Drives Heritage-Led Growth as Tradition Attracts New Buyers

Tagua'S Accessible Premium Cues Encourage Trade-Up Despite Price Pressures

Chart 2 - Volume Sales 2020-2030

Chart 3 - Volume Sales by Category 2025

WHAT'S NEXT?

Tourism and Heritage-Focused Wineries Attract Premium Buyers and Boost Direct Sales

Chart 4 - Forecast Volume Sales 2020-2030

Chart 5 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Aleksandrovic and Boutique Wineries Shape Premium-Led Competition

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Discounters Capture Value-Focused Buyers with Expanded Wine Ranges

E-Commerce Reshapes Wine Sales as Digital Convenience Takes Hold

ECONOMIC CONTEXT

Chart 8 - Economic Context for Wine

Chart 9 - Real GDP Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Wine

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Alcoholic Drinks in Serbia - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Carlsberg Expands Appeal with 0.0% Radler and Vitamin Fortification

Chart 14 - Carlsberg Launches Its First 0.0% Radler

Prokupac Gains Global Recognition as Tourists Seek Authenticity

Chart 15 - Volume Sales 2020-2030

Chart 16 - Volume Sales by Category 2025

WHAT'S NEXT?

Steady Growth in Demand From Local Consumers and Visitors

Millennials and Generation Z Drive Bold Flavours and Nolo Acceptance

Chart 17 - Forecast Volume Sales 2020-2030

Chart 18 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Company Activity Intensifies the Competition in Alcoholic Drinks

Chart 19 - Company Shares 2025

Chart 20 - Brand Shares 2025

CHANNELS

Discounters Use Premium Private Label, Modern Packaging and Lower Prices to Gain a Competitive Edge

E-Commerce Accelerates as Digital Visibility and Exclusives Drive Adoption

MARKET BACKGROUND

Legislation

Legal Purchasing Age and Legal Drinking Age

Drink Driving

Advertising

Smoking Ban

Opening Hours

On-Trade Establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade

Duty Free

Cross-Border/Private Imports

ECONOMIC CONTEXT

Chart 21 - Economic Context for Alcoholic Drinks

Chart 22 - Real GDP Growth 2020-2030

Chart 23 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 24 - Consumer Context for Alcoholic Drinks

Chart 25 - Population 2020-2030

Chart 26 - Population by Generation 2025

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/wine-in-serbia/report.