



Coffee in Serbia

January 2026

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Coffee in Serbia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Coffee sales influenced by consumers trading down midst 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

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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
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