



# Concentrates in Serbia

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## Concentrates in Serbia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Concentrates maintains positive growth thanks to affordable prices

#### INDUSTRY PERFORMANCE

Price-sensitivity drives consumers to seek the budget options, supporting sales

Powder concentrates benefit from convenience and adaptability

#### WHAT'S NEXT?

Ongoing positive growth, with players expected to launch wider assortments of powder concentrates

A challenge to sales comes from competition from ready-to-drink options which align with on-the-go lifestyles

New product developments expected to be somewhat limited and focused on lower sugar content and fortified variants

#### COMPETITIVE LANDSCAPE

Atlantic BG maintains its leading place thanks to popularity of its well-established Cedevita brand

Atlantic BG also sees healthy growth, alongside that of private label players

#### CHANNELS

Small local grocers maintains leading distribution channel place, despite rise of modern retail stores

Discounters channel sees growth, thanks to offering even lower prices

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## Soft Drinks in Serbia - Industry Overview

### EXECUTIVE SUMMARY

Sales remain impacted by economic instability, with volume sales remaining low

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Health and wellness trends influence demand for reduced sugar options

Busy lifestyles support demand for smaller format sizes to suit on-the-go consumption

Sustainability trends influence the growing use of recycled packaging materials

## WHAT'S NEXT?

Volume sales expected to maintain low positive growth, driven by the most in-demand soft drinks

Price sensitivity will continue, with consumers seeking deals, discounts, and private label

Developments expected to focus on lower sugar and functional soft drinks, with flavour remaining important

## COMPETITIVE LANDSCAPE

Coca-Cola maintains overall lead thanks to diverse brand portfolio, ongoing innovations, and strong distribution

Private label grows in demand, while lifestyle brand Oshee benefits from the popularity of sports drinks

## CHANNELS

Convenience stores benefit from consumers' demand for fast, efficient, small and frequent shopping

Retail e-commerce and discounters grow in demand, catering to convenience and affordability

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