



Sports Drinks in Serbia

January 2026

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Sports Drinks in Serbia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Healthy growth continues for popular sports drinks

INDUSTRY PERFORMANCE

Growth trajectory of sports drinks supported by its development from an emergent status

Regular sports drinks remains the key category, with reduced sugar variants insignificant

WHAT'S NEXT?

An ongoing positive trajectory for sports drinks, albeit with slowing growth as the category matures

The assortment of products and players will continue to grow, due to current low category saturation

Active consumers will increasingly seek products which offer hydration, electrolyte replenishment, and vitamin fortification

COMPETITIVE LANDSCAPE

Knjaz Milos benefits from assortment of variants under its Aqua Viva brand, with wide availability and strong promotional support

Oshee brand continues to show strong growth from its emergent base

CHANNELS

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

Retail e-commerce sees the strongest growth, albeit from an emergent base

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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
Foodservice vs retail split

MARKET DATA

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Summary 1 - Research Sources

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