



# Processed Fruit and Vegetables in Serbia

November 2025

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## Processed Fruit and Vegetables in Serbia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Convenience and affordability drive demand

#### INDUSTRY PERFORMANCE

Rising prices encourage shift to processed vegetables

Frozen processed vegetables leads growth

#### WHAT'S NEXT?

Convenience will drive steady growth

Frozen processed vegetables will continue to lead growth

Price controls are expected to improve affordability of fresh produce

#### COMPETITIVE LANDSCAPE

Frikom consolidates its lead

Private label strengthens its presence amid ongoing consumer price sensitivity

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Small local grocers loses share to modern retailers

E-commerce continues to see rapid growth, driven by convenience

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## Staple Foods in Serbia - Industry Overview

### EXECUTIVE SUMMARY

Busy lifestyles drive demand, but consumers remain price sensitive

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Increasingly busy lifestyles drive sales

Shift towards healthier offerings, especially in breakfast cereals

Consumers remain price sensitive

#### WHAT'S NEXT?

Fast-paced lifestyles to drive continued growth

Health and wellness trend will gain traction

Price sensitivity will continue to shape consumer behaviour

## COMPETITIVE LANDSCAPE

Artisanal producers lead sales

Benlian leads growth having tapped into health and wellness trend

Private label solidifies its presence amid ongoing consumer price sensitivity

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