



Euromonitor
International

Rtds in Bosnia and Herzegovina

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales of RTDs surge in 2024, supported by high level of innovation
Olvi Oyj drives market growth with Le Coq and Johan Freitag
Modern grocery retailers and e-commerce fuel growth, while on-trade dominates sales

PROSPECTS AND OPPORTUNITIES

Market faces slowdown amid demographic challenges, but spirit-based RTDs remain growth drivers
RTD market set for intensified competition amid focus on health
Innovation in RTDs to focus on new flavours, premium ingredients, and wellness

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Alcoholic Drinks in Bosnia and Herzegovina - Industry Overview

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Retail developments
On-trade vs off-trade split
What next for alcoholic drinks?

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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

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Contraband/parallel trade

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DISCLAIMER

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