



Coffee in Bosnia and Herzegovina

December 2025

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Coffee in Bosnia and Herzegovina - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Premiumisation helps sustain solid growth

INDUSTRY PERFORMANCE

Coffee continues to demonstrate resilience

Convenience and high-quality brands drive robust growth of instant coffee

WHAT'S NEXT?

Younger consumers help stabilise the hot drinks consumer base

Renowned brands expand into coffee beans

New waste management regulations impact the coffee market

COMPETITIVE LANDSCAPE

Atlantic Grand remains the undisputed leader

Nestlé emerges as the most dynamic player

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Retail e-commerce sees dynamic growth

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Demographic trends continue to constrain growth potential

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INDUSTRY PERFORMANCE

Rising prices force consumers to trade down

Health and wellness and convenience trends influence purchasing decisions

Foodservice for drinks that cannot be easily prepared at home

WHAT'S NEXT?

Impact of maturity and declining population

Competitive landscape to remain stable, with niche categories attracting new entrants

Retail e-commerce to remain the fastest growing distribution channel

COMPETITIVE LANDSCAPE

Atlantic Grand leads with a strong brand portfolio

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