

# Other Hot Drinks in Bosnia and Herzegovina

December 2025

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## Other Hot Drinks in Bosnia and Herzegovina - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Solid consumer demand and innovation support sales in 2025

#### INDUSTRY PERFORMANCE

Growth despite demographic challenges

Emergence of pods and capsules as a transformative trend

#### WHAT'S NEXT?

Demographic trends constrain future growth potential

Innovation to focus on healthier options and new flavours

Impact of new regulations

#### COMPETITIVE LANDSCAPE

Nestlé leads with its renowned and trusted Nesquik brand

#### CHANNELS

Accessible small local grocers account for most sales

Omnichannel approach enables major retailers to reach a wider consumer base

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Demographic trends continue to constrain growth potential

### KEY DATA FINDINGS

#### 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

Mondelez International benefits from the strong performance of Milka Choco Drink

## CHANNELS

Supermarkets strengthen their leadership in hot drinks distribution

Retail e-commerce sees dynamic growth, while vending remains limited

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/other-hot-drinks-in-bosnia-and-herzegovina/report](http://www.euromonitor.com/other-hot-drinks-in-bosnia-and-herzegovina/report).