



Euromonitor  
International

# Soft Drinks in Bosnia and Herzegovina

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Growth despite lingering inflation and price increases

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### INDUSTRY PERFORMANCE

Consumers continue to trade down in 2025

Rising demand for healthier drinks amongst health-conscious consumers

Manufacturers tailor their distribution, pricing, and packaging strategies to each retail channel

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New product development to drive premiumisation and help mitigate the impact of a declining population

New players expected to enter the market

Retail e-commerce to remain the fastest growing distribution channel

### COMPETITIVE LANDSCAPE

Leading Sarajevski Kiseljak enjoys strong recognition and loyalty among local consumers

Planinka's Prolom bottled water is widely known for its purported healing properties

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## COUNTRY REPORTS DISCLAIMER

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[Bottled Water in Bosnia and Herzegovina](#)

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Consumers shift toward better-for-you soft drinks

## INDUSTRY PERFORMANCE

Quality tap water limits more robust expansion

Sparkling flavoured water leads growth

## WHAT'S NEXT?

Growth supported by improving quality of life and the entrance of new brands

Shift toward better-for-you soft drinks

Rising importance of sustainability and environmental initiatives

## COMPETITIVE LANDSCAPE

Sarajevski Kiseljak enjoys strong recognition and loyalty among local consumers

Planinka's Prolom brand is widely known for its purported healing properties

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## COUNTRY REPORTS DISCLAIMER

[Carbonates in Bosnia and Herzegovina](#)

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## WHAT'S NEXT?

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[Concentrates in Bosnia and Herzegovina](#)

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[Juice in Bosnia and Herzegovina](#)

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## INDUSTRY PERFORMANCE

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## WHAT'S NEXT?

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[RTD Coffee in Bosnia and Herzegovina](#)

## KEY DATA FINDINGS

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Growth driven by the growing importance of convenience and on-the-go consumption

## INDUSTRY PERFORMANCE

Product innovation helps to sustain consumer interest

## WHAT'S NEXT?

Further expansion supported by rising demand for convenient, ready-to-drink options

Innovation to focus on more diverse, premium, and convenience-focused offerings

Influence of the health and wellness trend

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Nestlé leads with its long-established and highly trusted Nescafé brand

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### RTD Tea in Bosnia and Herzegovina

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### Energy Drinks in Bosnia and Herzegovina

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Healthy lifestyle choices drive demand for reduced sugar energy drinks

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Sustained interest in energy drinks

Growing emphasis on flavour differentiation and functional claims

Potential ban on the sale of energy drinks

## COMPETITIVE LANDSCAPE

Red Bull's ubiquitous market presence ensures its lead

Dynamic "others" as new brands continue to enter the market

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[Sports Drinks in Bosnia and Herzegovina](#)

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Social media and fitness trends expand consumer base

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