



RTD Coffee in Bosnia and Herzegovina

December 2025

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RTD Coffee in Bosnia and Herzegovina - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

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

COMPETITIVE LANDSCAPE

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

New brands accelerate diversification within the category

CHANNELS

Supermarkets lead, offering the broadest product selection

E-commerce has made RTD coffee more accessible to a broader consumer base

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Soft Drinks in Bosnia and Herzegovina - Industry Overview

EXECUTIVE SUMMARY

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

WHAT'S NEXT?

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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Supermarkets strengthen their leadership
Retail e-commerce sees dynamic growth
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