



**Euromonitor  
International**

# 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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### EXECUTIVE SUMMARY

Growth despite lingering inflation and price increases

### KEY DATA FINDINGS

#### 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

## CHANNELS

Supermarkets strengthen their leadership  
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/rtd-coffee-in-bosnia-and-herzegovina/report](http://www.euromonitor.com/rtd-coffee-in-bosnia-and-herzegovina/report).