



Tea in Bosnia and Herzegovina

December 2025

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Tea in Bosnia and Herzegovina - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Stable demand

INDUSTRY PERFORMANCE

Tea's steady presence in a coffee-dominated culture
Black tea remains the cornerstone of local tea culture

WHAT'S NEXT?

Demographic challenge remains an obstacle
Cajana Tea Lab: a new concept
EU support to ensure quality and hygiene standards are met

COMPETITIVE LANDSCAPE

Plantago's natural teas are highly regarded
Jan Spider's dynamic growth driven by the strong performance of Naturavita

CHANNELS

Convenient small local grocers lead tea sales
Dynamic vending, albeit from a very low base

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Hot Drinks in Bosnia and Herzegovina - Industry Overview

EXECUTIVE SUMMARY

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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