



**Euromonitor  
International**

# Energy Drinks in Bosnia and Herzegovina

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## Energy Drinks in Bosnia and Herzegovina - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Energy drinks: the preferred beverages of younger generations

#### INDUSTRY PERFORMANCE

Strong marketing and broad availability fuel solid growth

Healthy lifestyle choices drive demand for reduced sugar energy drinks

#### WHAT'S NEXT?

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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Food/drink/tobacco specialists offer a broad product range and convenience

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Growth despite lingering inflation and price increases

### KEY DATA FINDINGS

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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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## SOURCES

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