



Euromonitor
International

RTD Tea in Bosnia and Herzegovina

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RTD Tea in Bosnia and Herzegovina - Category analysis

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2025 DEVELOPMENTS

RTD tea benefits from its perception as a healthier and more versatile option

INDUSTRY PERFORMANCE

Rising demand for convenience and on-the-go consumption

Health and wellness trends boosts reduced sugar options

WHAT'S NEXT?

Shift to healthier beverages benefits RTD tea

Production and packaging developments

RTD tea reshaped by innovations across processing, functionality, supply chain, and consumption experience

COMPETITIVE LANDSCAPE

Leading Fortenova Grupa's Jana brand enjoys a strong reputation in the region

Launch of new brands supports expansion of "others"

CHANNELS

Small local grocers lead, offering convenience and easy access for everyday purchases

Consumers value the ease and convenience of e-commerce and home delivery

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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

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