



**Euromonitor
International**

Staple Foods in Serbia

November 2025

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Staple Foods in Serbia

EXECUTIVE SUMMARY

Busy lifestyles drive demand, but consumers remain price sensitive

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INDUSTRY PERFORMANCE

Increasingly busy lifestyles drive sales

Shift towards healthier offerings, especially in breakfast cereals

Consumers remain price sensitive

WHAT'S NEXT?

Fast-paced lifestyles to drive continued growth

Health and wellness trend will gain traction

Price sensitivity will continue to shape consumer behaviour

COMPETITIVE LANDSCAPE

Artisanal producers lead sales

Benlian leads growth having tapped into health and wellness trend

Private label solidifies its presence amid ongoing consumer price sensitivity

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Frozen baked goods sees dynamic growth

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Convenience and premiumisation to drive growth

Health and wellness trend will continue to gain traction

Government price controls will moderate baked goods inflation

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Convenience and health trends boost sales

Muesli and granola leads growth

WHAT'S NEXT?

Breakfast cereals will gain appeal amongst busy, urban consumers

Rising health concerns to fuel growth

Players to invest in affordable, visually appealing and practical packaging

COMPETITIVE LANDSCAPE

Fun & Fit maintains leadership

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Convenience and affordability drive demand

INDUSTRY PERFORMANCE

Rising prices encourage shift to processed vegetables

Frozen processed vegetables leads growth

WHAT'S NEXT?

Convenience will drive steady growth

Frozen processed vegetables will continue to lead growth

Price controls are expected to improve affordability of fresh produce

COMPETITIVE LANDSCAPE

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Health and wellness trend to drive innovation

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INDUSTRY PERFORMANCE

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Chilled pasta leads growth as consumers demand greater convenience

WHAT'S NEXT?

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Health and wellness trend to drive innovation in pasta, while new packaging formats will offer greater convenience in noodles
Government controls set to moderate prices

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