



Euromonitor
International

Processed Meat, Seafood and Alternatives To Meat in Serbia

November 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience and health are key factors driving sales

INDUSTRY PERFORMANCE

Convenience, affordability, and appeal of long shelf-life drive growth

Chilled processed seafood leads growth

WHAT'S NEXT?

Busy lifestyles and growing product variety to drive growth

Health and wellness trend to drive innovation

Government price controls expected to moderate growth

COMPETITIVE LANDSCAPE

Neoplanta maintains leadership

Atlantic Grupa gains traction through portfolio diversification

CHANNELS

Small local grocers maintains leading presence amid growing pressures

E-commerce wins over busy urban consumers

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

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Staple Foods in Serbia - Industry Overview

EXECUTIVE SUMMARY

Busy lifestyles drive demand, but consumers remain price sensitive

KEY DATA FINDINGS

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

CHANNELS

Supermarkets strengthens lead as primary channel
E-commerce continues to see rapid growth
Discounters gain traction on back of heightened consumer price sensitivity

MARKET DATA

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-serbia/report.