



Euromonitor
International

Meals and Soups in Serbia

November 2025

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Frozen ready meals benefits from strong private label presence and price promotions

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Convenience trend boosts sales

Frozen ready meals leads growth

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Growth will be supported by rising demand for convenience

Price will remain a key driving factor

Consumers will seek to make healthier choices

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E-commerce drives growth in ready meals and soups

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Cooking Ingredients and Meals in Serbia - Industry Overview

EXECUTIVE SUMMARY

Busy lifestyles boosting demand for convenient options but price sensitivity remains high

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Increasingly busy lifestyles drive sales

Consumers remain price sensitive

Shift towards natural, health-focused, and plant-based products

WHAT'S NEXT?

Government caps likely to ease food prices

Price sensitivity will continue to shape consumer behaviour

Health and wellness trend will gain traction

COMPETITIVE LANDSCAPE

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