



Hot Drinks in Serbia

January 2026

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EXECUTIVE SUMMARY

Price-sensitive consumers seek discounts and promotions midst high prices for coffee and cocoa

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Market polarisation seen, with elements of premiumisation continuing

Sustainability continues to rise as a key trend, affecting packaging formats

Convenience and demand for on-the-go consumption boost interest in hot drinks pods

WHAT'S NEXT?

Retail volume sales of hot drinks expected to return to sub-decimal growth, although competition from foodservice may rise

Price sensitivity will continue to affect consumer behaviour, benefitting budget brands and private label

Health and wellness trends, premiumisation, and personalisation will inspire new product developments

COMPETITIVE LANDSCAPE

Atlantic Grupa (GBO) benefits from popular selection of coffee brands with strong distribution across the country

Krüger enjoys dynamic growth to take first brand place in instant tea

CHANNELS

Supermarkets maintains place as the leading distribution channel, thanks to offering the widest ranges of products and brands

Discounters benefit from a growing number of stores, while e-commerce continues to emerge

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[Coffee in Serbia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Coffee sales influenced by consumers trading down midst high unit prices

INDUSTRY PERFORMANCE

Consumers seek discounts and special offers to maintain consumption

Coffee pods attract urban consumers, with aluminium variants meeting sustainability trends

WHAT'S NEXT?

Ongoing positive sales for coffee, although competition will continue from foodservice

Health and wellness and sustainability trends will inspire new product developments

While price sensitivity drives budget sales, producers likely to give their core brands a premium image

COMPETITIVE LANDSCAPE

Atlantic Grupa (GBO) benefits from popular selection of coffee brands with strong distribution across the country

Leading players and private label see healthy growth

CHANNELS

Supermarkets maintains place as the leading distribution channel, thanks to offering the widest ranges of coffee products and brands

Discounters benefit from a growing number of stores, while e-commerce continues to emerge

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[Tea in Serbia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Value sales of tea maintain low positive growth, while volume sales remain in a slump

INDUSTRY PERFORMANCE

Sales of tea continue to be challenged by seasonal demand, while more emergent categories support growth

Strong cultural tradition and health trends support the growth of herbal teas

WHAT'S NEXT?

Stronger sales of tea will continue to be challenged over the forecast period

Innovation expected in functional teas, with global trends likely to gradually influence further developments

Brand competition will remain price-focussed over the forecast period

COMPETITIVE LANDSCAPE

Fructus maintains lead as the strongest brand across black, fruit/herbal, and green tea

Krüger enjoys dynamic growth to take first brand place in instant tea

CHANNELS

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[Other Hot Drinks in Serbia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Other hot drinks shows a resilient performance

INDUSTRY PERFORMANCE

Demand supported by consumers seeking to lower their caffeine intake

Value sales of chocolate-based flavoured powder drinks supported by high prices of cocoa

WHAT'S NEXT?

Positive sales will continue for other hot drinks, supported by demand for affordable indulgence and low-caffeine options

Limited competition in other hot drinks expected to impact potentially stronger volume growth

Health and wellness trends support demand for functional other hot drinks

COMPETITIVE LANDSCAPE

Franck dd benefits from offering two options in other plant-based hot drinks

La Festa Chocollatta benefits from offering single-serve formats in addition to its larger package size

CHANNELS

Supermarkets maintains place as the leading distribution channel, thanks to offering the widest ranges of products and strong promotions

Discounters benefit from a growing number of stores, while e-commerce continues to emerge

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