



Euromonitor
International

Cider/Perry in Serbia

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Cider/Perry in Serbia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Evolving preferences drive growth in cider/perry in 2024
Carlsberg leads highly consolidated competitive landscape
Small local grocers leads distribution but faces falls

PROSPECTS AND OPPORTUNITIES

Healthier options set to gain traction
Carlsberg will remain dominant
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Alcoholic Drinks in Serbia - Industry Overview

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On-trade vs off-trade split
What next for alcoholic drinks?

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Legislation
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

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DISCLAIMER

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