



Euromonitor
International

Wine in Serbia

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Greater focus on product quality
- Expanding range of wine varieties
- Small local grocers remains leading distribution channel

PROSPECTS AND OPPORTUNITIES

- Further stable growth forecast for wine in Serbia
- Domestic players strive to boost appeal of local wine
- Expanding portfolios and sustainability as key trends in wine

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EXECUTIVE SUMMARY

- Alcoholic drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments

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

MARKET BACKGROUND

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

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
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