



Euromonitor
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Drinking Milk Products in Serbia

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Urbanisation fuelling a shift towards processed drinking milk products
Imlek remains the clear leader but private label making significant strides
Small local grocers remain key but modern channels gain share

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/drinking-milk-products-in-serbia/report.