



Euromonitor
International

Beer in Serbia

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Rising volume sales seen in early 2024
- Apatinska Pivara leads beer in Serbia
- Small local grocers as critical distribution channel, while sales rise on-trade and sustainability remains key

PROSPECTS AND OPPORTUNITIES

- Further growth projected for forecast period
- Price sensitivity to remain strong
- Increased investment in innovaton and promotion

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Alcoholic Drinks in Serbia - Industry Overview

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- 2024 key trends
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- 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

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Contraband/parallel trade

Duty free

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DISCLAIMER

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