



Concentrates in Serbia

January 2026

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Concentrates in Serbia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Concentrates maintains positive growth thanks to affordable prices

INDUSTRY PERFORMANCE

Price-sensitivity drives consumers to seek the budget options, supporting sales

Powder concentrates benefit from convenience and adaptability

WHAT'S NEXT?

Ongoing positive growth, with players expected to launch wider assortments of powder concentrates

A challenge to sales comes from competition from ready-to-drink options which align with on-the-go lifestyles

New product developments expected to be somewhat limited and focused on lower sugar content and fortified variants

COMPETITIVE LANDSCAPE

Atlantic BG maintains its leading place thanks to popularity of its well-established Cedevita brand

Atlantic BG also sees healthy growth, alongside that of private label players

CHANNELS

Small local grocers maintains leading distribution channel place, despite rise of modern retail stores

Discounters channel sees growth, thanks to offering even lower prices

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Soft Drinks in Serbia - Industry Overview

EXECUTIVE SUMMARY

Sales remain impacted by economic instability, with volume sales remaining low

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Health and wellness trends influence demand for reduced sugar options

Busy lifestyles support demand for smaller format sizes to suit on-the-go consumption

Sustainability trends influence the growing use of recycled packaging materials

WHAT'S NEXT?

Volume sales expected to maintain low positive growth, driven by the most in-demand soft drinks

Price sensitivity will continue, with consumers seeking deals, discounts, and private label

Developments expected to focus on lower sugar and functional soft drinks, with flavour remaining important

COMPETITIVE LANDSCAPE

Coca-Cola maintains overall lead thanks to diverse brand portfolio, ongoing innovations, and strong distribution

Private label grows in demand, while lifestyle brand Oshee benefits from the popularity of sports drinks

CHANNELS

Convenience stores benefit from consumers' demand for fast, efficient, small and frequent shopping

Retail e-commerce and discounters grow in demand, catering to convenience and affordability

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