



Euromonitor
International

Processed Fruit and Vegetables in Serbia

November 2025

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Processed Fruit and Vegetables in Serbia - Category analysis

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2025 DEVELOPMENTS

Convenience and affordability drive demand

INDUSTRY PERFORMANCE

Rising prices encourage shift to processed vegetables

Frozen processed vegetables leads growth

WHAT'S NEXT?

Convenience will drive steady growth

Frozen processed vegetables will continue to lead growth

Price controls are expected to improve affordability of fresh produce

COMPETITIVE LANDSCAPE

Frikom consolidates its lead

Private label strengthens its presence amid ongoing consumer price sensitivity

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Small local grocers loses share to modern retailers

E-commerce continues to see rapid growth, driven by convenience

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Staple Foods in Serbia - Industry Overview

EXECUTIVE SUMMARY

Busy lifestyles drive demand, but consumers remain price sensitive

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INDUSTRY PERFORMANCE

Increasingly busy lifestyles drive sales

Shift towards healthier offerings, especially in breakfast cereals

Consumers remain price sensitive

WHAT'S NEXT?

Fast-paced lifestyles to drive continued growth

Health and wellness trend will gain traction

Price sensitivity will continue to shape consumer behaviour

COMPETITIVE LANDSCAPE

Artisanal producers lead sales

Benlian leads growth having tapped into health and wellness trend

Private label solidifies its presence amid ongoing consumer price sensitivity

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Supermarkets strengthens lead as primary channel

E-commerce continues to see rapid growth

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-fruit-and-vegetables-in-serbia/report.