



Euromonitor
International

Rtds in Serbia

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

RTDs popular and convenient
Vinoprodukt-Coka leads as Bacardi rises rapidly
Convenience stores remains favoured channel

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Expansion in terms of assortment and distribution

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Alcoholic Drinks in Serbia - Industry Overview

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

TAXATION AND DUTY LEVIES

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Contraband/parallel trade
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DISCLAIMER

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