



Rtds in Bosnia and Herzegovina

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales of RTDs surge in 2024, supported by high level of innovation
Olvi Oyj drives market growth with Le Coq and Johan Freitag
Modern grocery retailers and e-commerce fuel growth, while on-trade dominates sales

PROSPECTS AND OPPORTUNITIES

Market faces slowdown amid demographic challenges, but spirit-based RTDs remain growth drivers
RTD market set for intensified competition amid focus on health
Innovation in RTDs to focus on new flavours, premium ingredients, and wellness

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Alcoholic Drinks in Bosnia and Herzegovina - Industry Overview

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- Alcoholic drinks in 2024: The big picture
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- Competitive landscape
- Retail developments
- On-trade vs off-trade split
- What next for alcoholic drinks?

MARKET BACKGROUND

- Legislation
- Legal purchasing age and legal drinking age
- Drink driving
- Advertising
- Smoking ban
- Opening hours
- On-trade establishments

TAXATION AND DUTY LEVIES

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