



Euromonitor
International

Alcoholic Drinks in Bosnia and Herzegovina

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DISCLAIMER

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Beer in Bosnia and Herzegovina

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High level of saturation limits overall growth but potential remains in niche segments
Starbev Sarl retains its leading position, driven by broad and popular brand portfolio
Food/drink/tobacco specialists lead off-trade beer sales while e-commerce is key driver of growth

PROSPECTS AND OPPORTUNITIES

Modest growth expected in mature market, although niche and alternative offerings will gain momentum
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