



Euromonitor
International

Other Hot Drinks in Bosnia and Herzegovina

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Other Hot Drinks in Bosnia and Herzegovina - Category analysis

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2025 DEVELOPMENTS

Solid consumer demand and innovation support sales in 2025

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Growth despite demographic challenges

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WHAT'S NEXT?

Demographic trends constrain future growth potential

Innovation to focus on healthier options and new flavours

Impact of new regulations

COMPETITIVE LANDSCAPE

Nestlé leads with its renowned and trusted Nesquik brand

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Accessible small local grocers account for most sales

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INDUSTRY PERFORMANCE

Rising prices force consumers to trade down

Health and wellness and convenience trends influence purchasing decisions

Foodservice for drinks that cannot be easily prepared at home

WHAT'S NEXT?

Impact of maturity and declining population

Competitive landscape to remain stable, with niche categories attracting new entrants

Retail e-commerce to remain the fastest growing distribution channel

COMPETITIVE LANDSCAPE

Atlantic Grand leads with a strong brand portfolio

Mondelez International benefits from the strong performance of Milka Choco Drink

CHANNELS

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