



Euromonitor  
International

# Hot Drinks in Bosnia and Herzegovina

December 2025

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## EXECUTIVE SUMMARY

Demographic trends continue to constrain growth potential

## KEY DATA FINDINGS

## 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

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Supermarkets strengthen their leadership in hot drinks distribution

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Premiumisation helps sustain solid growth

### INDUSTRY PERFORMANCE

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Convenience and high-quality brands drive robust growth of instant coffee

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Younger consumers help stabilise the hot drinks consumer base

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### 2025 DEVELOPMENTS

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## INDUSTRY PERFORMANCE

Growth despite demographic challenges

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## WHAT'S NEXT?

Demographic trends constrain future growth potential

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## COMPETITIVE LANDSCAPE

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