



**Euromonitor
International**

Juice in Bosnia and Herzegovina

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Juice in Bosnia and Herzegovina - Category analysis

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2025 DEVELOPMENTS

Ongoing shift from carbonates to juice

INDUSTRY PERFORMANCE

Health and wellness trend supports moderate growth in 2025

Nectars benefit from their affordability

WHAT'S NEXT?

Reconstituted 100% juice projected to gain traction

Impact of digital agriculture and smart farming tools

Significant regulatory shifts

COMPETITIVE LANDSCAPE

Fructal brand benefits from significant scale and distribution capabilities

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Modern grocery retailers strengthen their position

Increasing consumer confidence in online shopping drives strong e-commerce growth

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Soft Drinks in Bosnia and Herzegovina - Industry Overview

EXECUTIVE SUMMARY

Growth despite lingering inflation and price increases

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Consumers continue to trade down in 2025

Rising demand for healthier drinks amongst health-conscious consumers

Manufacturers tailor their distribution, pricing, and packaging strategies to each retail channel

WHAT'S NEXT?

New product development to drive premiumisation and help mitigate the impact of a declining population

New players expected to enter the market

Retail e-commerce to remain the fastest growing distribution channel

COMPETITIVE LANDSCAPE

Leading Sarajevski Kiseljak enjoys strong recognition and loyalty among local consumers
Planinka's Prolom bottled water is widely known for its purported healing properties

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