



Euromonitor
International

Beer in Bosnia and Herzegovina

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KEY DATA FINDINGS

2024 DEVELOPMENTS

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
Craft beer will see growing presence
Non-alcoholic and low-alcohol beers will see inclusion functional ingredients to meet demands of health-conscious

CATEGORY BACKGROUND

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Alcoholic Drinks in Bosnia and Herzegovina - Industry Overview

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Retail developments
On-trade vs off-trade split
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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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