

# Spirits in Serbia

July 2024

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## Spirits in Serbia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Price inflation weakens consumption of spirits  
Foreign brands lead in terms of visibility and share  
Local brands are gaining appeal

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Economic conditions will spur improvements in off-trade as period progresses  
Domestic spirits production to become more competitive  
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Retailing developments  
On-trade vs off-trade split  
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Smoking ban  
Opening hours  
On-trade establishments

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