

Rtds in Serbia

July 2024

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Rtds in Serbia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Healthy performance in RTDs Discounts help fuel off-trade volume growth Economising trend weighs on demand in the on-trade

PROSPECTS AND OPPORTUNITIES

RTDs to experience consistent demand Product development to centre on healthier options Price inflation will dampen consumption to an extent

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Alcoholic Drinks in Serbia - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture 2023 key trends Competitive landscape Retailing developments On-trade vs off-trade split What next for alcoholic drinks?

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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DISCLAIMER

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