

# Grocery Retailers in Serbia

May 2023

**Table of Contents** 

## Grocery Retailers in Serbia - Category analysis

### **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

New store openings provide a boost to grocery retailing

Discounters benefit from challenging economic environment as consumers look for value

Convenience retailers thriving as consumers return to busier lifestyles

### PROSPECTS AND OPPORTUNITIES

Grocery retailers expected to invest in expanding their store footprint over the forecast period

Discounters well positioned to benefit from prevailing economic uncertainty

Traditional channels expected to struggle for growth as competition grows

### CHANNEL DATA

- Table 1 Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022
- Table 2 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022
- Table 3 Sales in Grocery Retailers by Channel: Value 2017-2022
- Table 4 Sales in Grocery Retailers by Channel: % Value Growth 2017-2022
- Table 5 Grocery Retailers Outlets by Channel: Units 2017-2022
- Table 6 Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022
- Table 7 Grocery Retailers GBO Company Shares: % Value 2018-2022
- Table 8 Grocery Retailers GBN Brand Shares: % Value 2019-2022
- Table 9 Grocery Retailers LBN Brand Shares: Outlets 2019-2022
- Table 10 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027
- Table 11 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027
- Table 12 Forecast Sales in Grocery Retailers by Channel: Value 2022-2027
- Table 13 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027
- Table 14 Forecast Grocery Retailers Outlets by Channel: Units 2022-2027
- Table 15 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

## Retail in Serbia - Industry Overview

## **EXECUTIVE SUMMARY**

Retail in 2022: The big picture

Informal retail

What next for retail?

## MARKET DATA

- Table 16 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022
- Table 17 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022
- Table 18 Sales in Retail Offline by Channel: Value 2017-2022
- Table 19 Sales in Retail Offline by Channel: % Value Growth 2017-2022
- Table 20 Retail Offline Outlets by Channel: Units 2017-2022
- Table 21 Retail Offline Outlets by Channel: % Unit Growth 2017-2022
- Table 22 Retail GBO Company Shares: % Value 2018-2022
- Table 23 Retail GBN Brand Shares: % Value 2019-2022
- Table 24 Retail Offline GBO Company Shares: % Value 2018-2022
- Table 25 Retail Offline GBN Brand Shares: % Value 2019-2022
- Table 26 Retail Offline LBN Brand Shares: Outlets 2019-2022
- Table 27 Retail E-Commerce GBO Company Shares: % Value 2018-2022
- Table 28 Retail E-Commerce GBN Brand Shares: % Value 2019-2022
- Table 29 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027
- Table 30 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027

Table 31 - Forecast Sales in Retail Offline by Channel: Value 2022-2027

Table 32 - Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

Table 33 - Forecast Retail Offline Outlets by Channel: Units 2022-2027

Table 34 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

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### **SOURCES**

Summary 1 - Research Sources

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