

Spirits in Serbia

June 2023

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Spirits in Serbia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

On-trade sales on the path to recovery as COVID-19 fears subside Premiumisation of spirits fuels growth Foreign players invest in advertising to gain an advantage

PROSPECTS AND OPPORTUNITIES

On-trade sales set to see a full recovery by 2023 Economic pressures likely to force some consumers to trade down to cheaper options Producers likely to face numerous challenges which could force them to try and target a new audience

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Alcoholic Drinks in Serbia - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture 2022 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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