

Beer in Serbia

June 2023

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Beer in Serbia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

As on-trade sales bounce back players look for new ways to attract drinkers

Craft beer bounces back despite economic pressures

Beer producers increasingly favour cans over glass bottles

PROSPECTS AND OPPORTUNITIES

Bright outlook for beer as life begins to normalise

Economic pressures could limit stronger growth in beer

Beer expected to see further investment in marketing, promotion, new product development and packaging choices

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DISCLAIMER

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