

# Cider/Perry in Bosnia and Herzegovina

June 2023

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# Cider/Perry in Bosnia and Herzegovina - Category analysis

# **KEY DATA FINDINGS**

# 2022 DEVELOPMENTS

Cider/perry sees stable growth following period of fluctuations Cider/perry remains a minor alcoholic drinks category Somersby offers new flavours

# PROSPECTS AND OPPORTUNITIES

Cider/perry faces promising growth potential Limited brand choice is hindrance to category growth Younger generations will remain core cider/perry drinkers

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# Alcoholic Drinks in Bosnia and Herzegovina - Industry Overview

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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?

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Legislation Legal purchasing age and legal drinking age Drink driving Advertising Smoking ban Opening hours On-trade establishments

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