

Chocolate Confectionery in Serbia

July 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Return to active, on-the-go lifestyles fuels demand for chocolate confectionery

Consumers pay more attention to discounts and promotions, as well as private label, in the context of high inflation

Despite the inflationary pressure, consumers remain loyal to their favourite brands

PROSPECTS AND OPPORTUNITIES

Stable growth expected, despite tough economic conditions, thanks to its status as an affordable indulgence

Discounts, promotions and limited editions will be a key feature of the category, as consumers remain price sensitive

Modernisation of retail landscape will favour shift towards discounters and convenience over small local grocers

CATEGORY DATA

Summary 1 - Other Chocolate Confectionery by Product Type: 2023

Table 1 - Sales of Chocolate Confectionery by Category: Volume 2018-2023

Table 2 - Sales of Chocolate Confectionery by Category: Value 2018-2023

Table 3 - Sales of Chocolate Confectionery by Category: % Volume Growth 2018-2023

Table 4 - Sales of Chocolate Confectionery by Category: % Value Growth 2018-2023

Table 5 - Sales of Chocolate Tablets by Type: % Value 2018-2023

Table 6 - NBO Company Shares of Chocolate Confectionery: % Value 2019-2023

Table 7 - LBN Brand Shares of Chocolate Confectionery: % Value 2020-2023

Table 8 - Distribution of Chocolate Confectionery by Format: % Value 2018-2023

Table 9 - Forecast Sales of Chocolate Confectionery by Category: Volume 2023-2028

Table 10 - Forecast Sales of Chocolate Confectionery by Category: Value 2023-2028

Table 11 - Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2023-2028

Table 12 - Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2023-2028

Snacks in Serbia - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 13 - Sales of Snacks by Category: Volume 2018-2023

Table 14 - Sales of Snacks by Category: Value 2018-2023

Table 15 - Sales of Snacks by Category: % Volume Growth 2018-2023

Table 16 - Sales of Snacks by Category: % Value Growth 2018-2023

Table 17 - NBO Company Shares of Snacks: % Value 2019-2023

Table 18 - LBN Brand Shares of Snacks: % Value 2020-2023

Table 19 - Penetration of Private Label by Category: % Value 2018-2023

Table 20 - Distribution of Snacks by Format: % Value 2018-2023

Table 21 - Forecast Sales of Snacks by Category: Volume 2023-2028

Table 22 - Forecast Sales of Snacks by Category: Value 2023-2028

Table 23 - Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/chocolate-confectionery-in-serbia/report.