

# Wine in Serbia

June 2023

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# Wine in Serbia - Category analysis

# **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Wine benefits from a return to pre-pandemic lifestyle behaviours Natural wine has potential but economic pressures continue to inform purchasing decisions Serbia hosts its first international wine fare in 2022

# PROSPECTS AND OPPORTUNITIES

General outlook a positive one for wine despite limited wine knowledge Sustainability concerns likely to have a growing influence Economic uncertainty likely to influence demand for wine

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# Alcoholic Drinks in Serbia - 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?

# MARKET BACKGROUND

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

# TAXATION AND DUTY LEVIES

Summary 1 - Taxation and Duty Levies on Alcoholic Drinks 2022

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Contraband/parallel trade Duty free Cross-border/private imports

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