

# Cheese in Serbia

September 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Local dairies under pressure from supply issues and cheaper imports  
Rising price of local cheese puts domestic players on the backfoot  
More time outside the home shifts focus to smaller packs of cheese

PROSPECTS AND OPPORTUNITIES

Local supply challenges expected to prevail  
Imported cheeses likely to gain a bigger slice of sales  
Price sensitivity to remain strong

CATEGORY DATA

- Table 1 - Sales of Cheese by Category: Volume 2018-2023
- Table 2 - Sales of Cheese by Category: Value 2018-2023
- Table 3 - Sales of Cheese by Category: % Volume Growth 2018-2023
- Table 4 - Sales of Cheese by Category: % Value Growth 2018-2023
- Table 5 - Sales of Spreadable Processed Cheese by Type: % Value 2018-2023
- Table 6 - NBO Company Shares of Cheese: % Value 2019-2023
- Table 7 - LBN Brand Shares of Cheese: % Value 2020-2023
- Table 8 - Distribution of Cheese by Format: % Value 2018-2023
- Table 9 - Forecast Sales of Cheese by Category: Volume 2023-2028
- Table 10 - Forecast Sales of Cheese by Category: Value 2023-2028
- Table 11 - Forecast Sales of Cheese by Category: % Volume Growth 2023-2028
- Table 12 - Forecast Sales of Cheese by Category: % Value Growth 2023-2028

Dairy Products and Alternatives in Serbia - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture  
Key trends in 2023  
Competitive Landscape  
Channel developments  
What next for dairy products and alternatives?

MARKET DATA

- Table 13 - Sales of Dairy Products and Alternatives by Category: Value 2018-2023
- Table 14 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023
- Table 15 - NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023
- Table 16 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023
- Table 17 - Penetration of Private Label by Category: % Value 2018-2023
- Table 18 - Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023
- Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028
- Table 20 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/cheese-in-serbia/report](http://www.euromonitor.com/cheese-in-serbia/report).