



Juice in Serbia

January 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Volume sales of remain in a slump, although in a slight improvement to the previous year

INDUSTRY PERFORMANCE

Juice remains seen as a healthier soft drink, but still faces scrutiny due to high sugar content

Juice drinks less affected by global price increases for raw materials

WHAT'S NEXT?

Volume sales expected to creep back into low positive figures, while price sensitivity will continue to influence purchasing decisions

A wider range of formats expected, such as those to meet on-the-go demand

Ongoing price sensitivity will influence purchasing decisions and marketing strategies

COMPETITIVE LANDSCAPE

Nectar Doo maintains its lead thanks to good reputation for quality and the use of local products

Private label gains, which Rauch benefits from offering options to meet different consumer budgets

CHANNELS

Small local grocers maintains a marginal distribution channel lead over the upcoming convenience stores

Retail e-commerce sees the strongest growth, albeit from an emergent base

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Soft Drinks in Serbia - Industry Overview

EXECUTIVE SUMMARY

Sales remain impacted by economic instability, with volume sales remaining low

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INDUSTRY PERFORMANCE

Health and wellness trends influence demand for reduced sugar options

Busy lifestyles support demand for smaller format sizes to suit on-the-go consumption

Sustainability trends influence the growing use of recycled packaging materials

WHAT'S NEXT?

Volume sales expected to maintain low positive growth, driven by the most in-demand soft drinks

Price sensitivity will continue, with consumers seeking deals, discounts, and private label

Developments expected to focus on lower sugar and functional soft drinks, with flavour remaining important

COMPETITIVE LANDSCAPE

Coca-Cola maintains overall lead thanks to diverse brand portfolio, ongoing innovations, and strong distribution

Private label grows in demand, while lifestyle brand Oshee benefits from the popularity of sports drinks

CHANNELS

Convenience stores benefit from consumers' demand for fast, efficient, small and frequent shopping

Retail e-commerce and discounters grow in demand, catering to convenience and affordability

Foodservice vs retail split

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Summary 1 - Research Sources

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