



Euromonitor  
International

# Juice in Bosnia and Herzegovina

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Table of Contents

## Juice in Bosnia and Herzegovina - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Ongoing shift from carbonates to juice

#### INDUSTRY PERFORMANCE

Health and wellness trend supports moderate growth in 2025

Nectars benefit from their affordability

#### WHAT'S NEXT?

Reconstituted 100% juice projected to gain traction

Impact of digital agriculture and smart farming tools

Significant regulatory shifts

#### COMPETITIVE LANDSCAPE

Fructal brand benefits from significant scale and distribution capabilities

#### CHANNELS

Modern grocery retailers strengthen their position

Increasing consumer confidence in online shopping drives strong e-commerce growth

#### CATEGORY DATA

Table 1 - Off-trade Sales of Juice by Category: Volume 2020-2025

Table 2 - Off-trade Sales of Juice by Category: Value 2020-2025

Table 3 - Off-trade Sales of Juice by Category: % Volume Growth 2020-2025

Table 4 - Off-trade Sales of Juice by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Off-trade Juice: % Volume 2021-2025

Table 6 - LBN Brand Shares of Off-trade Juice: % Volume 2022-2025

Table 7 - NBO Company Shares of Off-trade Juice: % Value 2021-2025

Table 8 - LBN Brand Shares of Off-trade Juice: % Value 2022-2025

Table 9 - Forecast Off-trade Sales of Juice by Category: Volume 2025-2030

Table 10 - Forecast Off-trade Sales of Juice by Category: Value 2025-2030

Table 11 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2025-2030

Table 12 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2025-2030

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## Soft Drinks in Bosnia and Herzegovina - Industry Overview

### EXECUTIVE SUMMARY

Growth despite lingering inflation and price increases

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Consumers continue to trade down in 2025

Rising demand for healthier drinks amongst health-conscious consumers

Manufacturers tailor their distribution, pricing, and packaging strategies to each retail channel

#### WHAT'S NEXT?

New product development to drive premiumisation and help mitigate the impact of a declining population

New players expected to enter the market

Retail e-commerce to remain the fastest growing distribution channel

## COMPETITIVE LANDSCAPE

Leading Sarajevski Kiseljak enjoys strong recognition and loyalty among local consumers  
Planinka's Prolom bottled water is widely known for its purported healing properties

## CHANNELS

Supermarkets strengthen their leadership  
Retail e-commerce sees dynamic growth  
Foodservice vs retail split

## MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025  
Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025  
Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025  
Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025  
Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025  
Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025  
Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025  
Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025  
Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025  
Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025  
Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025  
Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025  
Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025  
Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025  
Table 27 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025  
Table 28 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025  
Table 29 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025  
Table 30 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025  
Table 31 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025  
Table 32 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025  
Table 33 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025  
Table 34 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025  
Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030  
Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030  
Table 37 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030  
Table 38 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030  
Table 39 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030  
Table 40 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030  
Table 41 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030  
Table 42 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030  
Table 43 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030  
Table 44 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

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## SOURCES

Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/juice-in-bosnia-and-herzegovina/report](http://www.euromonitor.com/juice-in-bosnia-and-herzegovina/report).