



Euromonitor
International

Energy Drinks in Bosnia and Herzegovina

December 2025

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Energy Drinks in Bosnia and Herzegovina - Category analysis

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2025 DEVELOPMENTS

Energy drinks: the preferred beverages of younger generations

INDUSTRY PERFORMANCE

Strong marketing and broad availability fuel solid growth

Healthy lifestyle choices drive demand for reduced sugar energy drinks

WHAT'S NEXT?

Sustained interest in energy drinks

Growing emphasis on flavour differentiation and functional claims

Potential ban on the sale of energy drinks

COMPETITIVE LANDSCAPE

Red Bull's ubiquitous market presence ensures its lead

Dynamic "others" as new brands continue to enter the market

CHANNELS

Food/drink/tobacco specialists offer a broad product range and convenience

Increasing consumer confidence in online shopping boosts growth of e-commerce

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EXECUTIVE SUMMARY

Growth despite lingering inflation and price increases

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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

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