

Plant-Based Dairy in Serbia

September 2022

Table of Contents

Plant-Based Dairy in Serbia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Healthy value and volume growth, though from small base

International players dominate

High prices limit volume growth

PROSPECTS AND OPPORTUNITIES

Plant-based dairy remains niche

Plant-based milk could increasingly steal value share from dairy milk

Environmental agenda supports plant-based dairy

CATEGORY DATA

- Table 1 Sales of Plant-Based Dairy by Category: Volume 2017-2022
- Table 2 Sales of Plant-Based Dairy by Category: Value 2017-2022
- Table 3 Sales of Plant-Based Dairy by Category: % Volume Growth 2017-2022
- Table 4 Sales of Plant-Based Dairy by Category: % Value Growth 2017-2022
- Table 5 NBO Company Shares of Plant-Based Dairy: % Value 2018-2022
- Table 6 LBN Brand Shares of Plant-Based Dairy: % Value 2019-2022
- Table 7 Distribution of Plant-Based Dairy by Format: % Value 2017-2022
- Table 8 Forecast Sales of Plant-Based Dairy by Category: Volume 2022-2027
- Table 9 Forecast Sales of Plant-Based Dairy by Category: Value 2022-2027
- Table 10 Forecast Sales of Plant-Based Dairy by Category: % Volume Growth 2022-2027
- Table 11 Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2022-2027

Dairy Products and Alternatives in Serbia - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

- Table 12 Sales of Dairy Products and Alternatives by Category: Value 2017-2022
- Table 13 Sales of Dairy Products and Alternatives by Category: % Value Growth 2017-2022
- Table 14 NBO Company Shares of Dairy Products and Alternatives: % Value 2018-2022
- Table 15 LBN Brand Shares of Dairy Products and Alternatives: % Value 2019-2022
- Table 16 Penetration of Private Label by Category: % Value 2017-2022
- Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2017-2022
- Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value 2022-2027
- Table 19 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

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/plant-based-dairy-in-serbia/report.