

# Other Dairy in Serbia

September 2022

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## Other Dairy in Serbia - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

On-the-go consumption recovers for chilled desserts and chilled snacks

Sour cream suffers from less home cooking

Imlek and Ferrero continues to hold on to leading positions

#### PROSPECTS AND OPPORTUNITIES

Minimal volume growth over forecast period

Foreign players dominate sectors such as chilled snacks, while local players dominate cream

Small local grocers still dominate

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