

# Wine in Serbia

July 2022

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## Wine in Serbia - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Recovery in on-trade volume sales usurps demand in off-trade  
Rising health awareness entices consumers towards organic and non-grape wine  
Limited product development in 2021

#### PROSPECTS AND OPPORTUNITIES

Wine consumption set to rise from low base  
Private label expanding ranges  
Non-grape wine will see highest volume growth

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## Alcoholic Drinks in Serbia - Industry Overview

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Competitive landscape  
Retailing developments  
On-trade vs off-trade split  
What next for alcoholic drinks?

### MARKET BACKGROUND

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Legal purchasing age and legal drinking age  
Drink driving  
Advertising  
Smoking ban  
Opening hours  
On-trade establishments

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