



Spirits in Serbia

July 2024

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Spirits in Serbia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price inflation weakens consumption of spirits
Foreign brands lead in terms of visibility and share
Local brands are gaining appeal

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Economic conditions will spur improvements in off-trade as period progresses
Domestic spirits production to become more competitive
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Alcoholic Drinks in Serbia - Industry Overview

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

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