

Cider/Perry in Serbia

June 2023

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Cider/Perry in Serbia - Category analysis

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2022 DEVELOPMENTS

Sales see strong growth thanks to increasingly positive perceptions of cider/perry

Limited product variety prevents more significant growth for the category

Carlsberg launches its first non-alcoholic cider/perry in 2022

PROSPECTS AND OPPORTUNITIES

Strong growth projected for cider/perry but from a low base

Economic pressures could put the brakes on stronger growth in cider/perry

Somersby likely to retain dominant position but there are still areas to be explored

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