

Wine in Serbia

June 2023

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Wine in Serbia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Wine benefits from a return to pre-pandemic lifestyle behaviours

Natural wine has potential but economic pressures continue to inform purchasing decisions

Serbia hosts its first international wine fare in 2022

PROSPECTS AND OPPORTUNITIES

General outlook a positive one for wine despite limited wine knowledge

Sustainability concerns likely to have a growing influence

Economic uncertainty likely to influence demand for wine

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On-trade vs off-trade split

What next for alcoholic drinks?

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Legal purchasing age and legal drinking age

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Advertising

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Opening hours

On-trade establishments

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