



RTD Tea in Serbia

January 2026

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RTD Tea in Serbia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales of RTD tea remain in a negative volume slump due to high prices suppressing demand

INDUSTRY PERFORMANCE

Small ongoing demand comes from RTD being seen as a healthier option compared to many other soft drinks

Reduced sugar RTD tea attracts attention from a low base

WHAT'S NEXT?

Volume sales of RTD tea will return to low positive volume growth as consumer spending power improves

More novelties and cheaper brands expected to be launched in RTD tea

Price will continue to influence purchasing decisions

COMPETITIVE LANDSCAPE

Coca-Cola's Fuze Tea maintains top place thanks to strong brand awareness

Nestlé's Nestea shows strong growth from an emergent base as it returns to the market

CHANNELS

Small local grocers maintains leading distribution channel place, despite rise of modern retail stores

Retail e-commerce sees the strongest growth, albeit from an emergent base

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Soft Drinks in Serbia - Industry Overview

EXECUTIVE SUMMARY

Sales remain impacted by economic instability, with volume sales remaining low

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INDUSTRY PERFORMANCE

Health and wellness trends influence demand for reduced sugar options

Busy lifestyles support demand for smaller format sizes to suit on-the-go consumption

Sustainability trends influence the growing use of recycled packaging materials

WHAT'S NEXT?

Volume sales expected to maintain low positive growth, driven by the most in-demand soft drinks

Price sensitivity will continue, with consumers seeking deals, discounts, and private label

Developments expected to focus on lower sugar and functional soft drinks, with flavour remaining important

COMPETITIVE LANDSCAPE

Coca-Cola maintains overall lead thanks to diverse brand portfolio, ongoing innovations, and strong distribution

Private label grows in demand, while lifestyle brand Oshee benefits from the popularity of sports drinks

CHANNELS

Convenience stores benefit from consumers' demand for fast, efficient, small and frequent shopping

Retail e-commerce and discounters grow in demand, catering to convenience and affordability

Foodservice vs retail split

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Summary 1 - Research Sources

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