



Euromonitor  
International

# Drinking Milk Products in Serbia

August 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Urbanisation fuelling a shift towards processed drinking milk products  
Imlek remains the clear leader but private label making significant strides  
Small local grocers remain key but modern channels gain share

PROSPECTS AND OPPORTUNITIES

Category maturity could limit stronger growth  
Shelf-stable milk set to outperform fresh milk  
Plant-based milk could present a growing threat to sales

CATEGORY DATA

- Table 1 - Sales of Drinking Milk Products by Category: Volume 2020-2025
- Table 2 - Sales of Drinking Milk Products by Category: Value 2020-2025
- Table 3 - Sales of Drinking Milk Products by Category: % Volume Growth 2020-2025
- Table 4 - Sales of Drinking Milk Products by Category: % Value Growth 2020-2025
- Table 5 - NBO Company Shares of Drinking Milk Products: % Value 2021-2025
- Table 6 - LBN Brand Shares of Drinking Milk Products: % Value 2022-2025
- Table 7 - Distribution of Drinking Milk Products by Format: % Value 2020-2025
- Table 8 - Forecast Sales of Drinking Milk Products by Category: Volume 2025-2030
- Table 9 - Forecast Sales of Drinking Milk Products by Category: Value 2025-2030
- Table 10 - Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2025-2030
- Table 11 - Forecast Sales of Drinking Milk Products by Category: % Value Growth 2025-2030

Dairy Products and Alternatives in Serbia - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2025: The big picture  
Key trends in 2025  
Competitive Landscape  
Channel developments  
What next for dairy products and alternatives?

MARKET DATA

- Table 12 - Sales of Dairy Products and Alternatives by Category: Value 2020-2025
- Table 13 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025
- Table 14 - NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025
- Table 15 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025
- Table 16 - Penetration of Private Label by Category: % Value 2020-2025
- Table 17 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025
- Table 18 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030
- Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/drinking-milk-products-in-serbia/report](http://www.euromonitor.com/drinking-milk-products-in-serbia/report).