



**Euromonitor
International**

Baked Goods in Serbia

November 2025

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Convenience and premiumisation drive growth

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Growing demand for fresh and convenient baked goods

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Convenience and premiumisation to drive growth

Health and wellness trend will continue to gain traction

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E-commerce continues to gain traction

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Staple Foods in Serbia - Industry Overview

EXECUTIVE SUMMARY

Busy lifestyles drive demand, but consumers remain price sensitive

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INDUSTRY PERFORMANCE

Increasingly busy lifestyles drive sales

Shift towards healthier offerings, especially in breakfast cereals

Consumers remain price sensitive

WHAT'S NEXT?

Fast-paced lifestyles to drive continued growth

Health and wellness trend will gain traction

Price sensitivity will continue to shape consumer behaviour

COMPETITIVE LANDSCAPE

Artisanal producers lead sales

Benlian leads growth having tapped into health and wellness trend

Private label solidifies its presence amid ongoing consumer price sensitivity

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