

Consumer Health in Serbia

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Report description:

Consumer health retail value sales in Serbia are led by analgesics, cough, cold and allergy (hay fever) remedies and vitamins and dietary supplements. Serbian consumers increased their use of analgesics in the wake of the Coronavirus (COVID-19) pandemic. This behaviour has remained robust through the remainder of the review period as health and economic concerns linger, enhanced by the higher incidence of flu. The COVID-19 experience has increased levels of stress and anxiety and fostered the us...

Euromonitor International's Consumer Health in Serbia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Consumer Health market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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