

## **Herbal/Traditional Products in Serbia**

Market Direction | 2023-10-05 | 21 pages | Euromonitor

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### **Report description:**

In 2023, Serbians remain positively disposed towards herbal/traditional products. When it comes to natural medicines and herbal preparations, only 26% of Europeans overall use them in defence against viral infections, but Serbians are significantly stronger supporters of natural medicines. In fact, 41% of Serbians would choose herbal/traditional products to treat their illnesses. With a strong tradition of consuming natural remedies in the country, producers can strengthen the image of a product...

Euromonitor International's Herbal/Traditional Products 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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Herbal/Traditional Cough, Cold and Allergy (Hay Fever) Remedies, Herbal/Traditional Dermatologicals, Herbal/Traditional Dietary Supplements, Herbal/Traditional Digestive Remedies, Herbal/Traditional Paediatric Dietary Supplements, Herbal/Traditional Sleep Aids, Herbal/Traditional Tonics, Herbal/Traditional Topical Analgesics.

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

Why buy this report?

- \* Get a detailed picture of the Herbal/Traditional Products 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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## **Table of Contents:**

Herbal/Traditional Products in Serbia  
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List Of Contents And Tables

### HERBAL/TRADITIONAL PRODUCTS IN SERBIA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

High level of trust for herbal/traditional products

Pharmacists comfortable in recommending herbal/traditional products

Price consciousness affecting volumes

#### PROSPECTS AND OPPORTUNITIES

Herbal/traditional products to remain popular

Increased prices to dampen demand

Increasing competition within the category and from beyond

#### CATEGORY DATA

Table 1 Sales of Herbal/Traditional Products: Value 2018-2023

Table 2 Sales of Herbal/Traditional Products: % Value Growth 2018-2023

Table 3 NBO Company Shares of Herbal/Traditional Products: % Value 2019-2023

Table 4 LBN Brand Shares of Herbal/Traditional Products: % Value 2020-2023

Table 5 Forecast Sales of Herbal/Traditional Products: Value 2023-2028

Table 6 Forecast Sales of Herbal/Traditional Products: % Value Growth 2023-2028

#### CONSUMER HEALTH IN SERBIA

#### EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

#### MARKET INDICATORS

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 8 Life Expectancy at Birth 2018-2023

#### MARKET DATA

Table 9 Sales of Consumer Health by Category: Value 2018-2023

Table 10 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 11 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 12 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 13 Distribution of Consumer Health by Format: % Value 2018-2023

Table 14 Distribution of Consumer Health by Format and Category: % Value 2023

Table 15 Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 16 □Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

#### APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

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SOURCES  
Summary 1 Research Sources

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