

## **Consumer Health in Bosnia and Herzegovina**

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### **Report description:**

Consumer demand for consumer health products remains stable in Bosnia and Herzegovina in 2024, despite ongoing negative demographic trends and the shrinking consumer base. Lingering inflation continues to drive significant product price increases, particularly as input material costs rise amidst geopolitical crises in the wider region and globally. This inflationary environment restricts consumer spending and limits the growth potential of many consumer health categories.

Euromonitor International's Consumer Health in Bosnia and Herzegovina report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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