

Consumer Health in Serbia

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Report description:

Consumer health witnessed robust current value growth in 2024, driven by rising unit prices and some recovery in demand. Serbians have become accustomed to the higher cost of living following several years of steep inflation. Hence, price increases have not dented demand for consumer health products in 2024, with pharmacies reporting fewer consumer complaints about price increases. Brand loyalty remains high in consumer health, especially in the capital of Belgrade. Nonetheless, consumers are...

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 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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