

Consumer Health in Serbia

Market Direction | 2024-10-10 | 77 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2675.00
- Multiple User License (1 Site) €5350.00
- Multiple User License (Global) €8025.00

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 to 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Consumer Health in Serbia
Euromonitor International
October 2024

List Of Contents And Tables

CONSUMER HEALTH IN SERBIA

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 1 Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024

Table 2 Life Expectancy at Birth 2019-2024

MARKET DATA

Table 3 Sales of Consumer Health by Category: Value 2019-2024

Table 4 Sales of Consumer Health by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Consumer Health: % Value 2020-2024

Table 6 LBN Brand Shares of Consumer Health: % Value 2021-2024

Table 7 Penetration of Private Label by Category: % Value 2019-2024

Table 8 Distribution of Consumer Health by Format: % Value 2019-2024

Table 9 Distribution of Consumer Health by Format and Category: % Value 2024

Table 10 □Forecast Sales of Consumer Health by Category: Value 2024-2029

Table 11 □Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

ANALGESICS IN SERBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Serbians are more accustomed to buying analgesics since the pandemic

Analgesics is a core OTC product

Brand loyalty guides the purchasing decision

PROSPECTS AND OPPORTUNITIES

Stable outlook for mature analgesics category

Consumers will shop around for discounts and larger packs

Busy consumers in urban areas are prime target audience

CATEGORY DATA

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 12 Sales of Analgesics by Category: Value 2019-2024

Table 13 Sales of Analgesics by Category: % Value Growth 2019-2024

Table 14 NBO Company Shares of Analgesics: % Value 2020-2024

Table 15 LBN Brand Shares of Analgesics: % Value 2021-2024

Table 16 Forecast Sales of Analgesics by Category: Value 2024-2029

Table 17 Forecast Sales of Analgesics by Category: % Value Growth 2024-2029

COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES IN SERBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand stabilises for cough and cold remedies

Hemofarm retains its category leadership

Cough remedies and medicated confectionery are staple products

PROSPECTS AND OPPORTUNITIES

Strong outlook for cough, cold and allergy (hay fever) remedies

Consumer price sensitivity to remain prominent

Self-medication trend will fuel sales development

CATEGORY DATA

Table 18 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2019-2024

Table 19 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2019-2024

Table 20 NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2024

Table 21 LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2021-2024

Table 22 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2024-2029

Table 23 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2024-2029

DIGESTIVE REMEDIES IN SERBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Indigestion and heartburn remedies are most sought-after products

Price sensitivity remains very important

Competitive landscape intensifies in digestive remedies

PROSPECTS AND OPPORTUNITIES

Retail volume growth boosted by busy lifestyles and junk food

Trade and consumer marketing are both important to players

Price discounts and promotions are key in highly competitive landscape

CATEGORY DATA

Table 24 Sales of Digestive Remedies by Category: Value 2019-2024

Table 25 Sales of Digestive Remedies by Category: % Value Growth 2019-2024

Table 26 NBO Company Shares of Digestive Remedies: % Value 2020-2024

Table 27 LBN Brand Shares of Digestive Remedies: % Value 2021-2024

Table 28 Forecast Sales of Digestive Remedies by Category: Value 2024-2029

Table 29 Forecast Sales of Digestive Remedies by Category: % Value Growth 2024-2029

DERMATOLOGICALS IN SERBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price increases drive current value growth

Competition intensifies in this highly fragmented category

Robust demand for antipruritics due to hectic lifestyles

PROSPECTS AND OPPORTUNITIES

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Prosperous outlook for dermatologicals

Product development and advertising will build consumer interest in dermatologicals

Competition is expected to intensify

CATEGORY DATA

Table 30 Sales of Dermatologicals by Category: Value 2019-2024

Table 31 Sales of Dermatologicals by Category: % Value Growth 2019-2024

Table 32 NBO Company Shares of Dermatologicals: % Value 2020-2024

Table 33 LBN Brand Shares of Dermatologicals: % Value 2021-2024

Table 34 Forecast Sales of Dermatologicals by Category: Value 2024-2029

Table 35 Forecast Sales of Dermatologicals by Category: % Value Growth 2024-2029

WOUND CARE IN SERBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Wound care sales remain weak in Serbia

Skin-friendly options expand in sticking plasters

Beiersdorf extends its lead in wound care

PROSPECTS AND OPPORTUNITIES

Strong outlook ahead for wound care

Wider assortment of products will support category growth

Little change anticipated in competitive landscape

CATEGORY DATA

Table 36 Sales of Wound Care by Category: Value 2019-2024

Table 37 Sales of Wound Care by Category: % Value Growth 2019-2024

Table 38 NBO Company Shares of Wound Care: % Value 2020-2024

Table 39 LBN Brand Shares of Wound Care: % Value 2021-2024

Table 40 Forecast Sales of Wound Care by Category: Value 2024-2029

Table 41 Forecast Sales of Wound Care by Category: % Value Growth 2024-2029

VITAMINS IN SERBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health awareness and concerns drives consumption of vitamins

Vitamin consumption is much lower than during the pandemic

Decline in previously dynamic categories

PROSPECTS AND OPPORTUNITIES

Robust sales recovery ahead for vitamins

Growing competition from dietary supplements

Vitamin consumption will remain strong among core users

CATEGORY DATA

Table 42 Sales of Vitamins by Category: Value 2019-2024

Table 43 Sales of Vitamins by Category: % Value Growth 2019-2024

Table 44 Sales of Multivitamins by Positioning: % Value 2019-2024

Table 45 NBO Company Shares of Vitamins: % Value 2020-2024

Table 46 LBN Brand Shares of Vitamins: % Value 2021-2024

Table 47 Forecast Sales of Vitamins by Category: Value 2024-2029

Table 48 Forecast Sales of Vitamins by Category: % Value Growth 2024-2029

DIETARY SUPPLEMENTS IN SERBIA

KEY DATA FINDINGS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

2024 DEVELOPMENTS

Price growth hampers consumption of dietary supplements

Product developments centre on immune health

Private label opportunities exist

PROSPECTS AND OPPORTUNITIES

Price will remain a barrier to uptake

Wider product assortment will deliver improved health benefits

Competition will intensify as price drives purchasing decisions

CATEGORY DATA

Table 49 Sales of Dietary Supplements by Category: Value 2019-2024

Table 50 Sales of Dietary Supplements by Category: % Value Growth 2019-2024

Table 51 Sales of Dietary Supplements by Positioning: % Value 2019-2024

Table 52 NBO Company Shares of Dietary Supplements: % Value 2020-2024

Table 53 LBN Brand Shares of Dietary Supplements: % Value 2021-2024

Table 54 Forecast Sales of Dietary Supplements by Category: Value 2024-2029

Table 55 Forecast Sales of Dietary Supplements by Category: % Value Growth 2024-2029

WEIGHT MANAGEMENT AND WELLBEING IN SERBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers are deterred by the high price of weight management and wellbeing products

Healthier lifestyles are naturally reducing demand

Key players rely heavily on advertising

PROSPECTS AND OPPORTUNITIES

Convenience factor will support sales as busy consumers look for weight loss support

Meal replacement faces strong growth potential

Price sensitivity is a recurrent theme

CATEGORY DATA

Table 56 Sales of Weight Management and Wellbeing by Category: Value 2019-2024

Table 57 Sales of Weight Management and Wellbeing by Category: % Value Growth 2019-2024

Table 58 NBO Company Shares of Weight Management and Wellbeing: % Value 2020-2024

Table 59 LBN Brand Shares of Weight Management and Wellbeing: % Value 2021-2024

Table 60 Forecast Sales of Weight Management and Wellbeing by Category: Value 2024-2029

Table 61 Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2024-2029

SPORTS NUTRITION IN SERBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sports nutrition continues its dynamic performance

Plant-based offerings expand in sports protein powder

Sports non-protein products enjoy growth from small base

PROSPECTS AND OPPORTUNITIES

Sports nutrition faces impressive growth outlook

Competition will heat up in sports nutrition

Product development will accelerate in sports nutrition

CATEGORY DATA

Table 62 Sales of Sports Nutrition by Category: Value 2019-2024

Table 63 Sales of Sports Nutrition by Category: % Value Growth 2019-2024

Table 64 NBO Company Shares of Sports Nutrition: % Value 2020-2024

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 65 LBN Brand Shares of Sports Nutrition: % Value 2021-2024

Table 66 Forecast Sales of Sports Nutrition by Category: Value 2024-2029

Table 67 Forecast Sales of Sports Nutrition by Category: % Value Growth 2024-2029

HERBAL/TRADITIONAL PRODUCTS IN SERBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Strong heritage of herbal/traditional products in Serbia

OTC medicines are often more attractive to busy consumers

Pharmacists comfortable in recommending herbal/traditional products

PROSPECTS AND OPPORTUNITIES

Herbal/traditional products are highly attractive to consumers

Price sensitivity will remain a barrier to purchasing

Tough competition from OTC medicines

CATEGORY DATA

Table 68 Sales of Herbal/Traditional Products: Value 2019-2024

Table 69 Sales of Herbal/Traditional Products: % Value Growth 2019-2024

Table 70 NBO Company Shares of Herbal/Traditional Products: % Value 2020-2024

Table 71 LBN Brand Shares of Herbal/Traditional Products: % Value 2021-2024

Table 72 Forecast Sales of Herbal/Traditional Products: Value 2024-2029

Table 73 Forecast Sales of Herbal/Traditional Products: % Value Growth 2024-2029

PAEDIATRIC CONSUMER HEALTH IN SERBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Limited volume growth in paediatric consumer health

Dietary supplements are on parental radar

Cough, cold and allergy (hay fever) remedies is one of the largest categories

PROSPECTS AND OPPORTUNITIES

Stable outlook for paediatric consumer health

Falling birth rates present some challenges to players

New launches will be higher in dietary supplements

CATEGORY DATA

Table 74 Sales of Paediatric Consumer Health by Category: Value 2019-2024

Table 75 Sales of Paediatric Consumer Health by Category: % Value Growth 2019-2024

Table 76 Forecast Sales of Paediatric Consumer Health by Category: Value 2024-2029

Table 77 Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2024-2029

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Consumer Health in Serbia

Market Direction | 2024-10-10 | 77 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2675.00
	Multiple User License (1 Site)	€5350.00
	Multiple User License (Global)	€8025.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2026-02-08
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com