



**Euromonitor
International**

Dietary Supplements in Serbia

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Preventative health and wellbeing trends support sales of dietary supplements

CaliVita regains marginal lead over Dietpharm

Pharmacies remain popular for advice and first purchases, while e-commerce benefits from repurchases

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Good growth potential ahead thanks to low maturity of dietary supplements alongside health and wellbeing trends

Innovations will focus on improved ingredients and specific needs

Wellness will remain a priority, even during uncertain economic times

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