



Euromonitor
International

Paediatric Consumer Health in Serbia

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales supported by parents' willing to purchase OTC medicines for common childhood ailments
Nivea Baby retains its lead, while Sebamed nappy/diaper cream fares well
Pharmacies play a crucial role in advising parents on paediatric remedies

PROSPECTS AND OPPORTUNITIES

Ongoing positive sales driven by common paediatric needs and a robust regulatory framework
Innovations will focus on wider varieties of vitamins and supplements, along with child-friendly formats, and sustainable packaging
Strict regulations on paediatric consumer health will continue

CATEGORY DATA

- Table 1 - Sales of Paediatric Consumer Health by Category: Value 2020-2025
- Table 2 - Sales of Paediatric Consumer Health by Category: % Value Growth 2020-2025
- Table 3 - Forecast Sales of Paediatric Consumer Health by Category: Value 2025-2030
- Table 4 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2025-2030

Consumer Health in Serbia - Industry Overview

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- Consumer Health in 2025: The big picture
- Key trends in 2025
- Competitive landscape
- Channel developments
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MARKET INDICATORS

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MARKET DATA

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- Vitamins and dietary supplements registration and classification
- Self-medication/self-care and preventive medicine
- Switches

DISCLAIMER

DEFINITIONS

SOURCES

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