



Paediatric Consumer Health in Bosnia and Herzegovina

September 2025

Paediatric Consumer Health in Bosnia and Herzegovina - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Paediatric vitamins and dietary supplements gain the most value share

Slovenian company Krka leads

Digital native parents drive growth in e-commerce

PROSPECTS AND OPPORTUNITIES

Falling birth rate dampens growth

Players focus on increasing palatability

Paediatric consumer health becomes more customised

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 Bosnia and Herzegovina - Industry Overview

EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture

Key trends in 2025

Competitive landscape

Channel developments

What next for consumer health?

MARKET INDICATORS

Table 5 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025

Table 6 - Life Expectancy at Birth 2020-2025

MARKET DATA

Table 7 - Sales of Consumer Health by Category: Value 2020-2025

Table 8 - Sales of Consumer Health by Category: % Value Growth 2020-2025

Table 9 - NBO Company Shares of Consumer Health: % Value 2021-2025

Table 10 - LBN Brand Shares of Consumer Health: % Value 2022-2025

Table 11 - Penetration of Private Label by Category: % Value 2020-2025

Table 12 - Distribution of Consumer Health by Format: % Value 2020-2025

Table 13 - Distribution of Consumer Health by Format and Category: % Value 2025

Table 14 - Forecast Sales of Consumer Health by Category: Value 2025-2030

Table 15 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

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