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International

Dairy Products and Alternatives in Bosnia and Herzegovina

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Dairy Products and Alternatives in Bosnia and Herzegovina

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DISCLAIMER

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Baby Food in Bosnia and Herzegovina

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2025 DEVELOPMENTS

Value sales maintain positive growth, despite sluggish birth rates

Hipp maintains top place thanks to well-known brand portfolio

Supermarkets' wide array of products benefit this channel

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Butter and Spreads in Bosnia and Herzegovina

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2025 DEVELOPMENTS

Positive value sales supported by popularity of butter, while margarine and spreads remain relevant

Zvijezda maintains lead thanks to offering a well-received price to quality ratio

Small local grocers benefit from offering convenience, while online sales see growth thanks to the offer of international brands

PROSPECTS AND OPPORTUNITIES

Positive sales set to continue, with butter gaining in popularity

Health trends set to influence new product developments

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CATEGORY DATA

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2025 DEVELOPMENTS

Cheese maintains healthy growth, driven by ongoing new product developments

Dukat maintains lead thanks to the solid penetration of its brands

Small local grocers benefit from offering convenience to consumers

PROSPECTS AND OPPORTUNITIES

Ongoing sales of cheese will be bolstered by premiumisation trends

Future innovations expected in precision fermentation, controlled environments, and alternative products

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Drinking Milk Products in Bosnia and Herzegovina

KEY DATA FINDINGS

2025 DEVELOPMENTS

Drinking milk maintains positive sales, due to solid consumer demand and new product developments
Danube maintains lead, thanks to its well-known brand portfolio
Supermarkets benefit from offering a wide array of products and brands

PROSPECTS AND OPPORTUNITIES

Positive sales will continue, driven by baseline demand and new product developments
Technology set to play a strong part in future product developments
Fortification, functionality, and plant-based options set to see attention

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Healthy sales for yoghurt and sour milk products, thanks to aligning with nutrition trends and new product developments
Danube maintains lead thanks to strength of its popular brand portfolio
Small local grocers benefit from offering convenience to consumers who seek to purchase products for daily consumption

PROSPECTS AND OPPORTUNITIES

Positive sales set to be supported by healthy diets and baseline demand
Enhanced probiotic efficacy will be an area of focus and development
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CATEGORY DATA

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Other Dairy in Bosnia and Herzegovina

KEY DATA FINDINGS

2025 DEVELOPMENTS

Other dairy maintains healthy growth thanks to baseline demand and novel innovations leading to impulse purchases

Meggle maintains lead thanks to its significant market penetration

Supermarkets benefit from offering a wide array of products across other dairy categories

PROSPECTS AND OPPORTUNITIES

Positive sales will continue, supported by popularity of cream, snacks and desserts

Innovations in other dairy will align with health trends seen more widely across dairy and alternatives

Plant-based and dairy-free alternatives will become more prevalent

CATEGORY DATA

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Plant-Based Dairy in Bosnia and Herzegovina

KEY DATA FINDINGS

2025 DEVELOPMENTS

Healthy growth for plant-based dairy, led by plant-based milk drinks

Alpro maintains dominant lead as the key brand in the category, while "others" continue to grow

Supermarkets benefit from wide array of products, while small local grocers benefit from convenience

PROSPECTS AND OPPORTUNITIES

Healthy ongoing sales expected for plant-based dairy

Various new plant-based products will be developed over the forecast period

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CATEGORY DATA

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