



Meals and Soups in Bosnia and Herzegovina

November 2025

Table of Contents

Meals and Soups in Bosnia and Herzegovina - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Impact of rising prices and maturity

INDUSTRY PERFORMANCE

Maturity of dry soup impacts growth

Prepared salads benefit from their healthier positioning

WHAT'S NEXT?

Rising demand for convenient meal solutions

Natural ingredients will be increasingly important

Consumer focus on essential products

COMPETITIVE LANDSCAPE

Podravka's products appeal to a broad consumer base

Popularity of prepared salads drives strong growth of Investor in 2025

CHANNELS

Supermarkets offer a wide product range and promotions

Consumers prefer shopping in stores than online

CATEGORY DATA

Table 1 - Sales of Meals and Soups by Category: Volume 2020-2025

Table 2 - Sales of Meals and Soups by Category: Value 2020-2025

Table 3 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

Table 4 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 6 - LBN Brand Shares of Meals and Soups: % Value 2022-2025

Table 7 - Distribution of Meals and Soups by Format: % Value 2020-2025

Table 8 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 9 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 10 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Cooking Ingredients and Meals in Bosnia and Herzegovina - Industry Overview

EXECUTIVE SUMMARY

Rising demand for budget options amid high inflation

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Price caps to help consumers with rising prices

Better-for-you options increasingly available

WHAT'S NEXT?

Shift to economy products and private label as prices continue to rise

Media focus on the importance of local food supply

Convenience and health trends to maintain momentum

COMPETITIVE LANDSCAPE

Podravka leads with its popular brands and innovation

Investor benefits from rising demand for healthier and convenient products

CHANNELS

Modern retailers increasingly preferred for their convenience and prices

E-commerce sees robust growth, but sales remain relatively low

MARKET DATA

Table 12 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 13 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 14 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 17 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 18 - Penetration of Private Label by Category: % Value 2020-2025

Table 19 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 20 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/meals-and-soups-in-bosnia-and-herzegovina/report.