

Consumer Health in Serbia

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Abstracts

The second half of 2022 and the first half of 2023 saw declining demand for many areas of OTC healthcare. This was linked to high inflation and the related decline in disposable incomes. Consumers have turned away from buying non-essential products and focused their reduced spending power on necessary items, including medicines. As a result, the growing tendency towards holistic, preventive approaches to health and wellness has been, at least temporarily, halted, as consumers have opted for reac...

Euromonitor International's Consumer Health in Serbia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Health market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

CONSUMER HEALTH IN SERBIA

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 1 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 2 Life Expectancy at Birth 2018-2023

MARKET DATA

Table 3 Sales of Consumer Health by Category: Value 2018-2023

Table 4 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 6 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 7 Distribution of Consumer Health by Format: % Value 2018-2023

Table 8 Distribution of Consumer Health by Format and Category: % Value 2023

Table 9 Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 10 Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

ANALGESICS IN SERBIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Pandemic has reinforced demand

Seasonal consumption and high level of price sensitivity

Local player leads in heavily advertised category

PROSPECTS AND OPPORTUNITIES

Self-medication trend and promotional activity to support demand

Intense competitive environment

Increasing competition from rival products

CATEGORY DATA

Table 11 Sales of Analgesics by Category: Value 2018-2023

Table 12 Sales of Analgesics by Category: % Value Growth 2018-2023

Table 13 NBO Company Shares of Analgesics: % Value 2019-2023

Table 14 LBN Brand Shares of Analgesics: % Value 2020-2023

Table 15 Forecast Sales of Analgesics by Category: Value 2023-2028

Table 16 Forecast Sales of Analgesics by Category: % Value Growth 2023-2028

COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES IN SERBIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Heavy flu season supports growth

Hemofarm retains lead

Price sensitivity influencing demand

PROSPECTS AND OPPORTUNITIES

Consumers confident in self-medication

Persistent price sensitivity

Growing competition

CATEGORY DATA

Table 17 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2018-2023

Table 18 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2018-2023

Table 19 NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2019-2023

Table 20 LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2023

Table 21 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2023-2028

Table 22 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2023-2028

DIGESTIVE REMEDIES IN SERBIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Unhealthy diets

Health and wellness trend undermines demand

Price sensitivity supports demand for local products

PROSPECTS AND OPPORTUNITIES

Ongoing price sensitivity early in forecast period

Shift to healthier diets

Intensification of competition

CATEGORY DATA

Table 23 Sales of Digestive Remedies by Category: Value 2018-2023

Table 24 Sales of Digestive Remedies by Category: % Value Growth 2018-2023

Table 25 NBO Company Shares of Digestive Remedies: % Value 2019-2023

Table 26 LBN Brand Shares of Digestive Remedies: % Value 2020-2023

Table 27 Forecast Sales of Digestive Remedies by Category: Value 2023-2028

Table 28 Forecast Sales of Digestive Remedies by Category: % Value Growth 2023-2028

DERMATOLOGICALS IN SERBIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers focusing on essential purchases

Signs of consolidation

Herbal/traditional products strong in dermatologicals

PROSPECTS AND OPPORTUNITIES

Improvement expected later in forecast period

Fading stigma

Focus on efficacy and duration of effects

CATEGORY DATA

Table 29 Sales of Dermatologicals by Category: Value 2018-2023

Table 30 Sales of Dermatologicals by Category: % Value Growth 2018-2023

Table 31 NBO Company Shares of Dermatologicals: % Value 2019-2023

Table 32 LBN Brand Shares of Dermatologicals: % Value 2020-2023

Table 33 Forecast Sales of Dermatologicals by Category: Value 2023-2028

Table 34 Forecast Sales of Dermatologicals by Category: % Value Growth 2023-2028

WOUND CARE IN SERBIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Post-pandemic lifestyles drive up demand

Consumers looking to economise

Hansaplast benefits from broad offer and extensive distribution

PROSPECTS AND OPPORTUNITIES

Lifestyle shifts to stimulate demand

Continued pricing competition

Leading players to build on established strength

CATEGORY DATA

Table 35 Sales of Wound Care by Category: Value 2018-2023

Table 36 Sales of Wound Care by Category: % Value Growth 2018-2023

Table 37 NBO Company Shares of Wound Care: % Value 2019-2023

Table 38 LBN Brand Shares of Wound Care: % Value 2020-2023

Table 39 Forecast Sales of Wound Care by Category: Value 2023-2028

Table 40 Forecast Sales of Wound Care by Category: % Value Growth 2023-2028

VITAMINS IN SERBIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Further significant decline

Lack of brand loyalty offers hope to private label

Significant decline in previously dynamic categories

PROSPECTS AND OPPORTUNITIES

Consumers set to display continued budget consciousness

Increasing competition from minerals

Return to growth

CATEGORY DATA

Table 41 Sales of Vitamins by Category: Value 2018-2023

Table 42 Sales of Vitamins by Category: % Value Growth 2018-2023

Table 43 Sales of Multivitamins by Positioning: % Value 2018-2023

Table 44 NBO Company Shares of Vitamins: % Value 2019-2023

Table 45 LBN Brand Shares of Vitamins: % Value 2020-2023

Table 46 Forecast Sales of Vitamins by Category: Value 2023-2028

Table 47 Forecast Sales of Vitamins by Category: % Value Growth 2023-2028

DIETARY SUPPLEMENTS IN SERBIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

End of pandemic and challenging economic scenario drive down sales

Strong decline in former growth categories

Private label opportunities

PROSPECTS AND OPPORTUNITIES

Return to growth

Categories to thrive on heightened levels of awareness after pandemic

Pricing competition to intensify

CATEGORY DATA

Table 48 Sales of Dietary Supplements by Category: Value 2018-2023

Table 49 Sales of Dietary Supplements by Category: % Value Growth 2018-2023

Table 50 Sales of Dietary Supplements by Positioning: % Value 2018-2023

Table 51 NBO Company Shares of Dietary Supplements: % Value 2019-2023

Table 52 LBN Brand Shares of Dietary Supplements: % Value 2020-2023

Table 53 Forecast Sales of Dietary Supplements by Category: Value 2023-2028

Table 54 Forecast Sales of Dietary Supplements by Category: % Value Growth 2023-2028

WEIGHT MANAGEMENT AND WELLBEING IN SERBIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales hit by consumer budget consciousness

Hectic lifestyles support demand for quick fix options

Domestic player retains lead

PROSPECTS AND OPPORTUNITIES

Demand for convenience to boost meal replacement and weight loss supplements

Slimming teas to benefit from interest in herbal options

Ongoing price sensitivity

CATEGORY DATA

Table 55 Sales of Weight Management and Wellbeing by Category: Value 2018-2023

Table 56 Sales of Weight Management and Wellbeing by Category: % Value Growth 2018-2023

Table 57 NBO Company Shares of Weight Management and Wellbeing: % Value 2019-2023

Table 58 LBN Brand Shares of Weight Management and Wellbeing: % Value 2020-2023

Table 59 Forecast Sales of Weight Management and Wellbeing by Category: Value 2023-2028

Table 60 Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2023-2028

SPORTS NUTRITION IN SERBIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ongoing dynamism

Expanding offer

Pricing competition intensifies

PROSPECTS AND OPPORTUNITIES

Positive outlook in health conscious environment

Expanding product offer

Persistently price conscious environment

CATEGORY DATA

Table 61 Sales of Sports Nutrition by Category: Value 2018-2023

Table 62 Sales of Sports Nutrition by Category: % Value Growth 2018-2023

Table 63 NBO Company Shares of Sports Nutrition: % Value 2019-2023

Table 64 LBN Brand Shares of Sports Nutrition: % Value 2020-2023

Table 65 Forecast Sales of Sports Nutrition by Category: Value 2023-2028

Table 66 Forecast Sales of Sports Nutrition by Category: % Value Growth 2023-2028

HERBAL/TRADITIONAL PRODUCTS IN SERBIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

High level of trust for herbal/traditional products

Pharmacists comfortable in recommending herbal/traditional products

Price consciousness affecting volumes

PROSPECTS AND OPPORTUNITIES

Herbal/traditional products to remain popular

Increased prices to dampen demand

Increasing competition within the category and from beyond

CATEGORY DATA

Table 67 Sales of Herbal/Traditional Products: Value 2018-2023

Table 68 Sales of Herbal/Traditional Products: % Value Growth 2018-2023

Table 69 NBO Company Shares of Herbal/Traditional Products: % Value 2019-2023

Table 70 LBN Brand Shares of Herbal/Traditional Products: % Value 2020-2023

Table 71 Forecast Sales of Herbal/Traditional Products: Value 2023-2028

Table 72 Forecast Sales of Herbal/Traditional Products: % Value Growth 2023-2028

PAEDIATRIC CONSUMER HEALTH IN SERBIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand affected by price consciousness

Significant demand for paediatric analgesics and cough and cold remedies

Paediatric vitamins and dietary supplements suffering from heightened budget consciousness

PROSPECTS AND OPPORTUNITIES

Growth opportunities across categories

Ongoing price sensitivity to encourage promotional activity

Pharmacies facing growing competition

CATEGORY DATA

Table 73 Sales of Paediatric Consumer Health by Category: Value 2018-2023

Table 74 Sales of Paediatric Consumer Health by Category: % Value Growth 2018-2023

Table 75 Forecast Sales of Paediatric Consumer Health by Category: Value 2023-2028

Table 76 Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2023-2028

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