

# Digestive Remedies in Serbia

October 2024

**Table of Contents** 

# Digestive Remedies in Serbia - Category analysis

### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Indigestion and heartburn remedies are most sought-after products

Price sensitivity remains very important

Competitive landscape intensifies in digestive remedies

# PROSPECTS AND OPPORTUNITIES

Retail volume growth boosted by busy lifestyles and junk food

Trade and consumer marketing are both important to players

Price discounts and promotions are key in highly competitive landscape

### **CATEGORY DATA**

- Table 1 Sales of Digestive Remedies by Category: Value 2019-2024
- Table 2 Sales of Digestive Remedies by Category: % Value Growth 2019-2024
- Table 3 NBO Company Shares of Digestive Remedies: % Value 2020-2024
- Table 4 LBN Brand Shares of Digestive Remedies: % Value 2021-2024
- Table 5 Forecast Sales of Digestive Remedies by Category: Value 2024-2029
- Table 6 Forecast Sales of Digestive Remedies by Category: % Value Growth 2024-2029

# Consumer Health in Serbia - Industry Overview

# **EXECUTIVE SUMMARY**

Consumer health in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer health?

### MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024

Table 8 - Life Expectancy at Birth 2019-2024

# MARKET DATA

- Table 9 Sales of Consumer Health by Category: Value 2019-2024
- Table 10 Sales of Consumer Health by Category: % Value Growth 2019-2024
- Table 11 NBO Company Shares of Consumer Health: % Value 2020-2024
- Table 12 LBN Brand Shares of Consumer Health: % Value 2021-2024
- Table 13 Penetration of Private Label by Category: % Value 2019-2024
- Table 14 Distribution of Consumer Health by Format: % Value 2019-2024
- Table 15 Distribution of Consumer Health by Format and Category: % Value 2024
- Table 16 Forecast Sales of Consumer Health by Category: Value 2024-2029
- Table 17 Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

## **APPENDIX**

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

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### **DEFINITIONS**

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