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Paediatric Consumer Health in Bosnia and Herzegovina

September 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Increased focus on paediatric-specific products
- Strong demand for paediatric vitamins and dietary supplements
- Rising popularity of paediatric cough/cold remedies

PROSPECTS AND OPPORTUNITIES

- Stable demand for paediatric consumer health
- E-commerce boost for paediatric vitamins and dietary supplements
- Paediatric ibuprofen faces reputation challenges but stable demand

CATEGORY DATA

- Table 1 - Sales of Paediatric Consumer Health by Category: Value 2019-2024
- Table 2 - Sales of Paediatric Consumer Health by Category: % Value Growth 2019-2024
- Table 3 - Forecast Sales of Paediatric Consumer Health by Category: Value 2024-2029
- Table 4 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2024-2029

Consumer Health in Bosnia and Herzegovina - 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 5 - Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024
- Table 6 - Life Expectancy at Birth 2019-2024

MARKET DATA

- Table 7 - Sales of Consumer Health by Category: Value 2019-2024
- Table 8 - Sales of Consumer Health by Category: % Value Growth 2019-2024
- Table 9 - NBO Company Shares of Consumer Health: % Value 2020-2024
- Table 10 - LBN Brand Shares of Consumer Health: % Value 2021-2024
- Table 11 - Penetration of Private Label by Category: % Value 2019-2024
- Table 12 - Distribution of Consumer Health by Format: % Value 2019-2024
- Table 13 - Distribution of Consumer Health by Format and Category: % Value 2024
- Table 14 - Forecast Sales of Consumer Health by Category: Value 2024-2029
- Table 15 - 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

DISCLAIMER

DEFINITIONS

SOURCES

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