



# Analgesics in Serbia

September 2025

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## Analgesics in Serbia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Healthy value sales supported by wide usage of analgesics in Serbia

Galenika maintains leading place thanks to longstanding position and strong consumer trust

Pharmacies remain key, thanks to local regulations and consumer habits

#### PROSPECTS AND OPPORTUNITIES

Ongoing sales supported by wide usage and price increases

Innovations set to include next-generation attributes, such as longer-lasting and faster-onset products

Fast-paced urban lifestyles and the ongoing expansion of pharmacies will support demand and availability

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