



Herbal/Traditional Products in Serbia

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales of herbal/traditional products remain stable, thanks to longstanding tradition of medicinal plants in the country

Prospan remains the leading brand thanks to strong reputation in cough syrup

Pharmacies remain popular for sales of herbal/traditional products, while e-commerce grows thanks to convenience

PROSPECTS AND OPPORTUNITIES

Value sales expected to grow stronger, thanks to strong consumer demand and despite price sensitivity

Strongest developments set to be seen in herbal/traditional dietary supplements

Growing trend towards a more holistic approach to health will positively impact herbal/traditional products

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