



**Euromonitor
International**

Sports Nutrition in Serbia

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Sports nutrition enjoys strong sales thanks to rising consumer interest in fitness and active lifestyles

Proteini si remains the number one sports nutrition brand in Serbia, thanks to strong image and wide availability

Physical stores benefit from offering advice to new consumers of sports nutrition, while e-commerce grows in significance

PROSPECTS AND OPPORTUNITIES

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