



# Vitamins in Serbia

September 2025

Table of Contents

## Vitamins in Serbia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Vitamins benefit from health and wellbeing trends, with growth potential opportunities within the less mature categories  
CaliVita maintains lead thanks to offering wide range of products to meet different health needs  
Pharmacies remain popular for sales needing advice, while e-commerce grows in demand for familiar products

#### PROSPECTS AND OPPORTUNITIES

Stable demand will continue, although competition will rise from dietary supplements  
Innovations expected in vitamins for children, as well as an ever-expanding range of available products  
An ageing population and "beauty from within" trends will inspire demand for specific vitamins

#### CATEGORY DATA

- Table 1 - Sales of Vitamins by Category: Value 2020-2025
- Table 2 - Sales of Vitamins by Category: % Value Growth 2020-2025
- Table 3 - Sales of Multivitamins by Positioning: % Value 2020-2025
- Table 4 - NBO Company Shares of Vitamins: % Value 2021-2025
- Table 5 - LBN Brand Shares of Vitamins: % Value 2022-2025
- Table 6 - Forecast Sales of Vitamins by Category: Value 2025-2030
- Table 7 - Forecast Sales of Vitamins by Category: % Value Growth 2025-2030

## Consumer Health in Serbia - Industry Overview

### EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture  
Key trends in 2025  
Competitive landscape  
Channel developments  
What next for consumer health?

### MARKET INDICATORS

- Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025
- Table 9 - Life Expectancy at Birth 2020-2025

### MARKET DATA

- Table 10 - Sales of Consumer Health by Category: Value 2020-2025
- Table 11 - Sales of Consumer Health by Category: % Value Growth 2020-2025
- Table 12 - NBO Company Shares of Consumer Health: % Value 2021-2025
- Table 13 - LBN Brand Shares of Consumer Health: % Value 2022-2025
- Table 14 - Penetration of Private Label by Category: % Value 2020-2025
- Table 15 - Distribution of Consumer Health by Format: % Value 2020-2025
- Table 16 - Distribution of Consumer Health by Format and Category: % Value 2025
- Table 17 - Forecast Sales of Consumer Health by Category: Value 2025-2030
- Table 18 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

### APPENDIX

OTC registration and classification  
Vitamins and dietary supplements registration and classification  
Self-medication/self-care and preventive medicine  
Switches

### DISCLAIMER

## DEFINITIONS

## SOURCES

### Summary 1 - Research Sources

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