



Euromonitor
International

Breakfast Cereals in Bosnia and Herzegovina

December 2025

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Breakfast Cereals in Bosnia and Herzegovina - Category analysis

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2025 DEVELOPMENTS

Positive sales continue, with low and stable volume and high prices supporting value growth

INDUSTRY PERFORMANCE

Baseline demand continues despite high prices, with health and wellness trends playing a part

Hot cereals benefits from wholesome image and convenience

WHAT'S NEXT?

Ongoing positive sales supported by healthy options in breakfast cereals alongside high prices

Health and wellness trends will be key in new product developments

Sustainability gains importance as packaging policies lead the way

COMPETITIVE LANDSCAPE

Nestlé maintains leadership thanks to strong brand image, robust distribution network, and health and wellness innovations

Viola brand benefits from focus on healthy muesli and granola

CHANNELS

Small local grocers remains the leading channel, with supermarkets in hot pursuit

Retail e-commerce continues overall growth trend from a low base

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Staple Foods in Bosnia and Herzegovina - Industry Overview

EXECUTIVE SUMMARY

Positive sales continue, with value supported by high prices and volume meeting baseline demand

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Essential nature of products in staple foods supports ongoing demand

Health and wellness trends continue to influence product innovations and purchasing behaviours

Various sustainability trends noted in staple foods

WHAT'S NEXT?

Ongoing positive sales supported by baseline demand and elevated prices

A dual focus on health and wellness and cost efficiency expected

Costs remain under pressure and government price controls remain

COMPETITIVE LANDSCAPE

Artisanal producers lead staple foods, thanks to cultural relevance of fresh bread and pastries

Zlatiborac shows strongest growth thanks to premium processed meat and innovative packaging solutions

CHANNELS

Small local grocers remains the leading channel, albeit with supermarkets in hot pursuit

Retail e-commerce sees strong growth from a low base

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