



**Euromonitor
International**

Sauces, Dips and Condiments in Bosnia and Herzegovina

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Sauces, Dips and Condiments in Bosnia and Herzegovina - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Value sales driven by rising prices

INDUSTRY PERFORMANCE

Pickled products account for most value sales

Salad dressings is the best performer

WHAT'S NEXT?

Value growth primarily supported by rising prices

Focus on healthier positioning

COMPETITIVE LANDSCAPE

Podravka leads, expanding its range and investing in marketing

Strategic brand management and consistent product quality benefit Unilever

CHANNELS

Small local grocers tailor assortments to local preferences

Rapid growth of e-commerce, albeit from a very low base

CATEGORY DATA

Table 1 - Sales of Sauces, Dips and Condiments by Category: Volume 2020-2025

Table 2 - Sales of Sauces, Dips and Condiments by Category: Value 2020-2025

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Cooking Ingredients and Meals in Bosnia and Herzegovina - Industry Overview

EXECUTIVE SUMMARY

Rising demand for budget options amid high inflation

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Price caps to help consumers with rising prices

Better-for-you options increasingly available

WHAT'S NEXT?

Shift to economy products and private label as prices continue to rise

Media focus on the importance of local food supply

Convenience and health trends to maintain momentum

COMPETITIVE LANDSCAPE

Podravka leads with its popular brands and innovation

Investor benefits from rising demand for healthier and convenient products

CHANNELS

Modern retailers increasingly preferred for their convenience and prices

E-commerce sees robust growth, but sales remain relatively low

MARKET DATA

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Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

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Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

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Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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