



Euromonitor  
International

# Herbal/Traditional Products in Bosnia and Herzegovina

September 2025

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Herbal/traditional products continues to be a sizeable consumer health product

Krka continues to have sizeable lead

E-commerce makes significant gains

### PROSPECTS AND OPPORTUNITIES

Continuing demand over forecast period

Herbal/traditional products are increasingly backed by science and also more customised

Herbal/traditional products move into the mainstream

### CATEGORY DATA

Table 1 - Sales of Herbal/Traditional Products: Value 2020-2025

Table 2 - Sales of Herbal/Traditional Products: % Value Growth 2020-2025

Table 3 - NBO Company Shares of Herbal/Traditional Products: % Value 2021-2025

Table 4 - LBN Brand Shares of Herbal/Traditional Products: % Value 2022-2025

Table 5 - Forecast Sales of Herbal/Traditional Products: Value 2025-2030

Table 6 - Forecast Sales of Herbal/Traditional Products: % Value Growth 2025-2030

## Consumer Health in Bosnia and Herzegovina - 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 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025

Table 8 - Life Expectancy at Birth 2020-2025

### MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2020-2025

Table 10 - Sales of Consumer Health by Category: % Value Growth 2020-2025

Table 11 - NBO Company Shares of Consumer Health: % Value 2021-2025

Table 12 - LBN Brand Shares of Consumer Health: % Value 2022-2025

Table 13 - Penetration of Private Label by Category: % Value 2020-2025

Table 14 - Distribution of Consumer Health by Format: % Value 2020-2025

Table 15 - Distribution of Consumer Health by Format and Category: % Value 2025

Table 16 - Forecast Sales of Consumer Health by Category: Value 2025-2030

Table 17 - 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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