



**Euromonitor
International**

Baked Goods in Bosnia and Herzegovina

December 2025

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Baked Goods in Bosnia and Herzegovina - Category analysis

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2025 DEVELOPMENTS

Baked goods sees stable value growth due to inflated prices, while volume remains low

INDUSTRY PERFORMANCE

Price control measures squeeze profit margins on baked goods

Unpackaged pastries benefit from traditional, cultural relevance

WHAT'S NEXT?

Stable growth for baked goods thanks to baseline demand and frequent new product launches to sustain consumer interest

Health and wellness trends will influence new product developments

Sustainability trends gain momentum as waste reduction and energy efficiency drive change

COMPETITIVE LANDSCAPE

Artisanal continues to dominate unpackaged products and overall lead

Gusto E Sapore sees strongest growth thanks to steady gains in packaged cakes

CHANNELS

Specialists continue to lead distribution of baked goods, due to widespread availability and popularity of local bakeries

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

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