



# Meals and Soups in Bosnia and Herzegovina

November 2025

Table of Contents

## Meals and Soups in Bosnia and Herzegovina - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Impact of rising prices and maturity

#### INDUSTRY PERFORMANCE

Maturity of dry soup impacts growth

Prepared salads benefit from their healthier positioning

#### WHAT'S NEXT?

Rising demand for convenient meal solutions

Natural ingredients will be increasingly important

Consumer focus on essential products

#### COMPETITIVE LANDSCAPE

Podravka's products appeal to a broad consumer base

Popularity of prepared salads drives strong growth of Investor in 2025

#### CHANNELS

Supermarkets offer a wide product range and promotions

Consumers prefer shopping in stores than online

#### CATEGORY DATA

Table 1 - Sales of Meals and Soups by Category: Volume 2020-2025

Table 2 - Sales of Meals and Soups by Category: Value 2020-2025

Table 3 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

Table 4 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 6 - LBN Brand Shares of Meals and Soups: % Value 2022-2025

Table 7 - Distribution of Meals and Soups by Format: % Value 2020-2025

Table 8 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 9 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 10 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

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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

Table 12 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 13 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 14 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 17 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 18 - Penetration of Private Label by Category: % Value 2020-2025

Table 19 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 20 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

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

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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### SOURCES

Summary 1 - Research Sources

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