



Euromonitor
International

Digestive Remedies in Serbia

September 2025

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Digestive Remedies in Serbia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales of digestive remedies supported by high incidences of reported digestive issues within the country

Galenika maintains leading place, thanks to strong reputation of trust within the country

Pharmanies remain key, thanks to this channel's "front-line" role

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Ongoing value sales supported by consumer demand for effective relief of ailments

New product developments will align with global trends

Preventive health awareness may affect demand for digestive remedies

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