



Weight Management and Wellbeing in Serbia

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales supported by wide array of weight management and wellbeing products, include natural options
Biomed retains lead thanks to strong brand trust, while ESI Citrolinea benefits “fat burner” reputation
Pharmacies remain important, while e-commerce grows in line with social media trends promoting such products

PROSPECTS AND OPPORTUNITIES

Value sales expected to increase over the forecast period, with the weight loss supplements remaining dynamic
Pending launch of peptide-based anti-obesity and diabetes treatment set to mark a major innovation in Serbia
A focus on healthy diets, exercise, and mindful eating, may slow the growth of weight loss supplements

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