Euromonitor International

Dietary Supplements in Serbia

October 2026

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KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Lilly and Benu drive price competition with expanded supplement ranges
Private label launches by Benu and Dr. Max attract older adults
Proactive health focus boosts demand for immunity and prevention solutions
Chart 1 Value Sales 2021-2031
Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Pharmacy chains anticipated to expand private label lines to boost affordable options
Single ingredient non-herbal dietary supplements set to retain lead as combination formulas accelerate
Probiotics, immunity focus and integration expected to drive future innovation
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

PharmaS Group leverages Dietpharm's legacy to sustain leadership
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Pharmacies sustain trust as e-commerce accelerates repeat sales
Online platforms attract deal-seeking shoppers with convenience and choice

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Chart 1 Population 2021-2031
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COUNTRY REPORTS DISCLAIMER

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