Euromonitor International

Vitamins in Serbia

October 2026

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KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Benu and Lilly respond to rising price sensitivity by expanding affordable vitamin lines
Lisvane and vitamin D spray gain traction as formats and functions shift
Consumer focus on prevention and convenience drives product and channel innovation
Chart 1 Value Sales 2021-2031
Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Benu and Dr. Max anticipated to leverage affordable lines to stimulate demand
Multivitamins set to remain largest and best performing, driven by affordability
Price-driven assortment changes expected to reshape product positioning
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

CaliVita and Hemofarm sustain lead as consumer loyalty holds
Chart 1 Company Shares 2026
Chart 2 Brand Shares 2026

CHANNELS

Pharmacies maintain trust as e-commerce accelerates on convenience
E-commerce builds loyalty through repeat business and deal-seeking

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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