Euromonitor International

Herbal/Traditional Products in Bosnia and Herzegovina

October 2026

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Herbalis.ba accelerates digital transformation and drives growth
Herbal remedies and convenient formats drive demand

WHAT'S NEXT?

Research and development to drive herbal remedies growth
Scientific validation to drive habitual use of herbal products

COMPETITIVE LANDSCAPE

Krka Farma leads a fragmented herbal market

CHANNELS

Pharmacy expertise sustains herbal product dominance
Retail e-commerce expands as consumers favour convenient online access
Pharmacies dominate herbal and traditional product sales

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

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/herbal-traditional-products-in-bosnia-and-herzegovina/report.