



Euromonitor  
International

# Weight Management and Wellbeing in Serbia

September 2025

Table of Contents

## 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

### CATEGORY DATA

Table 1 - Sales of Weight Management and Wellbeing by Category: Value 2020-2025  
Table 2 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2020-2025  
Table 3 - NBO Company Shares of Weight Management and Wellbeing: % Value 2021-2025  
Table 4 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2022-2025  
Table 5 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2025-2030  
Table 6 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2025-2030

## Consumer Health in Serbia - Industry Overview

### EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture  
Key trends in 2025  
Competitive landscape  
Channel developments  
What next for consumer health?

### MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025  
Table 8 - Life Expectancy at Birth 2020-2025

### MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2020-2025  
Table 10 - Sales of Consumer Health by Category: % Value Growth 2020-2025  
Table 11 - NBO Company Shares of Consumer Health: % Value 2021-2025  
Table 12 - LBN Brand Shares of Consumer Health: % Value 2022-2025  
Table 13 - Penetration of Private Label by Category: % Value 2020-2025  
Table 14 - Distribution of Consumer Health by Format: % Value 2020-2025  
Table 15 - Distribution of Consumer Health by Format and Category: % Value 2025  
Table 16 - Forecast Sales of Consumer Health by Category: Value 2025-2030  
Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

### APPENDIX

OTC registration and classification  
Vitamins and dietary supplements registration and classification  
Self-medication/self-care and preventive medicine  
Switches

### DISCLAIMER

### DEFINITIONS

## SOURCES

### Summary 1 - Research Sources

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