



Euromonitor
International

Paediatric Consumer Health in Serbia

September 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales supported by parents' willing to purchase OTC medicines for common childhood ailments

Nivea Baby retains its lead, while Sebamed nappy/diaper cream fares well

Pharmacies play a crucial role in advising parents on paediatric remedies

PROSPECTS AND OPPORTUNITIES

Ongoing positive sales driven by common paediatric needs and a robust regulatory framework

Innovations will focus on wider varieties of vitamins and supplements, along with child-friendly formats, and sustainable packaging

Strict regulations on paediatric consumer health will continue

CATEGORY DATA

Table 1 - Sales of Paediatric Consumer Health by Category: Value 2020-2025

Table 2 - Sales of Paediatric Consumer Health by Category: % Value Growth 2020-2025

Table 3 - Forecast Sales of Paediatric Consumer Health by Category: Value 2025-2030

Table 4 - Forecast Sales of Paediatric Consumer Health 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 5 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025

Table 6 - Life Expectancy at Birth 2020-2025

MARKET DATA

Table 7 - Sales of Consumer Health by Category: Value 2020-2025

Table 8 - Sales of Consumer Health by Category: % Value Growth 2020-2025

Table 9 - NBO Company Shares of Consumer Health: % Value 2021-2025

Table 10 - LBN Brand Shares of Consumer Health: % Value 2022-2025

Table 11 - Penetration of Private Label by Category: % Value 2020-2025

Table 12 - Distribution of Consumer Health by Format: % Value 2020-2025

Table 13 - Distribution of Consumer Health by Format and Category: % Value 2025

Table 14 - Forecast Sales of Consumer Health by Category: Value 2025-2030

Table 15 - 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

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/paediatric-consumer-health-in-serbia/report.