



Butter and Spreads in Bosnia and Herzegovina

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Positive value sales supported by popularity of butter, while margarine and spreads remain relevant
Zvijezda maintains lead thanks to offering a well-received price to quality ratio
Small local grocers benefit from offering convenience, while online sales see growth thanks to the offer of international brands

PROSPECTS AND OPPORTUNITIES

Positive sales set to continue, with butter gaining in popularity
Health trends set to influence new product developments
Plant-based and dairy-free alternatives set to see further attention

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Dairy Products and Alternatives in Bosnia and Herzegovina - Industry Overview

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DISCLAIMER

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