



**Euromonitor
International**

Vitamins in Serbia

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Vitamins benefit from health and wellbeing trends, with growth potential opportunities within the less mature categories

CaliVita maintains lead thanks to offering wide range of products to meet different health needs

Pharmacies remain popular for sales needing advice, while e-commerce grows in demand for familiar products

PROSPECTS AND OPPORTUNITIES

Stable demand will continue, although competition will rise from dietary supplements

Innovations expected in vitamins for children, as well as an ever-expanding range of available products

An ageing population and “beauty from within” trends will inspire demand for specific vitamins

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