



Euromonitor
International

Sports Drinks in Bosnia and Herzegovina

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Sports Drinks in Bosnia and Herzegovina - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sport drinks: a staple among health-conscious and physically active demographics

INDUSTRY PERFORMANCE

Fitness and youth engagement fuel further growth in 2025

Social media and fitness trends expand consumer base

WHAT'S NEXT?

Premiumisation will help to partially offset the impact of a shrinking consumer base

Functional innovation trend

Shift toward more holistic health benefits

COMPETITIVE LANDSCAPE

Jamnica plus has a strong reputation for high-quality products

Increasing fragmentation with the arrival of new brands

CHANNELS

Supermarkets offer a consistent supply of brands

Dynamic e-commerce offers the widest range of international sports drinks brands

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Growth despite lingering inflation and price increases

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INDUSTRY PERFORMANCE

Consumers continue to trade down in 2025

Rising demand for healthier drinks amongst health-conscious consumers

Manufacturers tailor their distribution, pricing, and packaging strategies to each retail channel

WHAT'S NEXT?

New product development to drive premiumisation and help mitigate the impact of a declining population

New players expected to enter the market

Retail e-commerce to remain the fastest growing distribution channel

COMPETITIVE LANDSCAPE

Leading Sarajevski Kiseljak enjoys strong recognition and loyalty among local consumers

Planinka's Prolom bottled water is widely known for its purported healing properties

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