



Euromonitor  
International

# Wipes in Bosnia and Herzegovina

May 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Wipes Summary

## INDUSTRY PERFORMANCE

Wipes' Growth Slows, Driven by Economic Pressures

Hallohebamme and Dm Drogerie Markt Doo Drive Premiumisation with Organic Launches

Chart 1 - Private Label Gains Momentum

Bazzar.Ba and Ananas.Ba Accelerate E-Commerce Shift as Online Wipes Sales Surge

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

## WHAT'S NEXT?

Declining Population Expected to Lead to Volume Decline, While Premiumisation Set to Boost Value Growth

Manufacturers Anticipated to Accelerate Eco-Friendly Innovation to Capture Wellness Demand

E-Commerce Platforms Expected to Boost Brand Reach as Impulse and Planned Purchases Converge

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Dm-Drogerie Markt Doo Capitalises on Price Sensitivity to Gain Ground

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

## CHANNELS

Health and Beauty Specialists Drive Value by Expanding Wipes Assortment

E-Commerce Retailers Capture Planned Purchases as Online Convenience Rises

Retailers Embrace Omnichannel Strategies as Convenience and Planned Buying Converge

Chart 8 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 9 - Economic Context for Wipes

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 12 - Consumer Context for Wipes

Chart 13 - Population 2020-2030

Chart 14 - Consumer Expenditure 2020-2030

Chart 15 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Bosnia and Herzegovina - Industry Overview

## EXECUTIVE SUMMARY

2025 Developments

## KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Tissue and Hygiene

## INDUSTRY PERFORMANCE

Consumers Value Affordability Amidst Population Decline and Cost-Of-Living Pressures

Alkaloid Doo Captures Value-Conscious Shoppers as Retail Tissue Leads Sales

E-Commerce Platforms Expand Access to Value and Premium Hygiene Launches

Chart 17 - Retail Tissue and Hygiene Witnesses Growing Consumer Demand for Premium Brands

Chart 18 - Value Sales 2020-2030

Chart 19 - Value Sales by Category 2025

## WHAT'S NEXT?

Premiumisation and Convenience Expected to Drive Value as Population Shrinks

Sustainability Anticipated to Reshape Product Innovation

Distribution Landscape Set to Remain Stable, While E-Commerce Is Set to Gain Traction

Chart 20 - Analyst Insight for Tissue and Hygiene

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Violeta Doo Leverages Brand Loyalty to Strengthen Its Lead

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

## CHANNELS

Supermarkets Consolidate Leadership as Small Local Grocers Retain Loyal Shoppers

Ananas.Ba Accelerates Online Growth as Retail E-Commerce Outpaces All Channels

Chart 25 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 26 - Economic Context for Tissue and Hygiene

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 29 - Consumer Context for Tissue and Hygiene

Chart 30 - Population 2020-2030

Chart 31 - Consumer Expenditure 2020-2030

Chart 32 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

### 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/wipes-in-bosnia-and-herzegovina/report](http://www.euromonitor.com/wipes-in-bosnia-and-herzegovina/report).