

# Meals and Soups in Bosnia and Herzegovina

November 2023

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## Meals and Soups in Bosnia and Herzegovina - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demand for meals and soups continues to increase as consumers look for convenience

High inflation translates into unit price growth, putting pressure on demand

Leading players maintain their strong positions via innovation and new product launches

#### PROSPECTS AND OPPORTUNITIES

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