

# Banja Luka in Bosnia and Herzegovina

July 2024

**Table of Contents** 

# Banja Luka in Bosnia and Herzegovina

#### **HEADLINES**

#### CITY SCORECARD

Chart 1 - Banja Luka City Scorecard Rankings Among 124 Eastern Europe Cities

#### CITY SCORECARD REGIONAL AND COUNTRY RANKINGS

Summary 1 - City Scorecard Compared to and 2023

# **POPULATION**

- Chart 2 Key Banja Luka Population Indicators Compared to Bosnia and Herzegovina and Eastern Europe 2023
- Chart 3 Banja Luka Population Growth Compared to Bosnia and Herzegovina and Eastern Europe 2018-2028
- Chart 4 Banja Luka Growth Index of Population Aged 0-14, 15-64 and 65+ Year-Olds 2018-2028
- Chart 5 Banja Luka Population by Age and Sex 2023

#### CONSUMER EXPENDITURE

- Chart 6 Banja Luka Consumer Expenditure per Capita Compared to Bosnia and Herzegovina and Eastern Europe 2018-2028
- Chart 7 Banja Luka Consumer Expenditure Structure 2023

#### DIGITAL CONSUMER

- Chart 8 Key Banja Luka Digital Consumer Statistics Compared to Bosnia and Herzegovina and Eastern Europe 2023
- Chart 9 Digital Consumer Historic Growth and Forecasts in Banja Luka 2018-2028

#### **WEALTH**

- Chart 10 Banja Luka Disposable Income per Household Compared to Bosnia and Herzegovina and Eastern Europe 2018-2028
- Chart 11 Number of Households by Disposable Income Band in Banja Luka 2018/2023/2028
- Chart 12 Wealthy Consumers: Number of Households with Disposable Income Over USD150,000 in Banja Luka: 2018-2028

# POSSESSION OF HOUSEHOLD DURABLES

- Chart 13 Banja Luka Household Possession of Kitchen Durables Compared to Bosnia and Herzegovina and Eastern Europe 2023: % of Households
- Chart 14 Banja Luka Possession of Entertainment Electronics Compared to Bosnia and Herzegovina and Eastern Europe 2023: % of Households
- Chart 15 Banja Luka Household Possession of Other Durables Compared to Bosnia and Herzegovina and Eastern Europe 2023: % of Households

# **ECONOMY**

- Chart 16 Banja Luka GDP per Capita Compared to Bosnia and Herzegovina and Eastern Europe 2018-2028
- Chart 17 Banja Luka Real GDP Growth Compared to Bosnia and Herzegovina and Eastern Europe 2018-2028
- Chart 18 Banja Luka Inflation Compared to Bosnia and Herzegovina and Eastern Europe 2018-2028

## LABOUR

- Chart 19 Banja Luka Labour Indicators Compared to Bosnia and Herzegovina and Eastern Europe 2023
- Chart 20 Economically Active Population and Unemployment Rate in Banja Luka 2018-2023
- Chart 21 Banja Luka Labour Productivity Compared to Bosnia and Herzegovina and Eastern Europe 2018-2023

## TRANSPORT

- Chart 22 Number of Airport Passengers in Banja Luka 2018-2023
- Chart 23 Automotive Circulation in Banja Luka 2018-2023
- Chart 24 Banja Luka Transport Possession Compared to Bosnia and Herzegovina and Eastern Europe 2023: % of Households

# 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/banja-luka-in-bosnia-and-herzegovina/report.