

BiH IT Market Analysis (2026)

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Market research on IT sector in Bosnia and Herzegovina.

Market Size — SMEs Without Websites

Estimate: ~70% of small and medium enterprises in BiH do not have professional websites.

Reason: Lack of resources or knowledge to develop online presence.

Opportunity: Large untapped market for web design and digital transformation services.

Pricing Benchmarks (BiH Market)

Web Design

Service	Price Range (KM)
Simple website (5-10 pages)	2,000 - 5,000
Complex website (e-commerce, CMS)	5,000 - 15,000
Landing page	1,000 - 3,000

Branding

Service	Price Range (KM)
Brand identity (logo + guidelines)	1,500 - 4,000

Service	Price Range (KM)
Full rebrand	5,000 - 12,000
Logo only	500 - 2,000

Market Gaps

Key Deficiencies in BiH IT Services:

1. **Lack of professional software development teams**
2. **Insufficient digitalization support for SMEs**
3. **Limited access to new technologies and innovation**

ALAI Opportunity: Position as modern, AI-augmented agency serving underserved SME market.

BiH Diaspora in Scandinavia

Norway

Estimated population: ~70,000 people with Bosnian roots (2022 data)

Sweden

Estimated population: ~150,000 people with Bosnian roots (2022 data)

Total Scandinavia

Combined: ~220,000+ people

Business opportunity:

- Economic cooperation
 - Knowledge transfer
 - Dual-market positioning (BiH + Scandinavia)
 - Language advantage (Bosnian + Norwegian/Swedish)
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Healthcare IT in BiH

Current State

1. Corporate health management systems in development
2. Electronic prescription system introduced
3. Growing interest in telemedicine

Opportunities

- Hospital management software
 - Patient portals
 - Appointment booking systems
 - GDPR-compliant data handling
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EU Funding for Digitalization

Available Programs

1. **Horizon 2020 (Engineering)** — R&D funding for innovation projects
 2. **Digital Europe Programme** — Digital skills, cybersecurity, AI
 3. **National Funds** — Support for SME digitalization
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