

Alcoholic Drinks in Croatia

<https://marketpublishers.com/r/A897A78714EEN.html>

Date: June 2023

Pages: 56

Price: US\$ 2,100.00 (Single User License)

ID: A897A78714EEN

Abstracts

2022 was a tough year for alcoholic drinks in Croatia as high inflation impacted discretionary spending in the year. Fortunately, this was offset by strong growth in the on-trade channel as tourism was almost at its pre-pandemic level. Rising prices encouraged a shift to economy and mid-priced beer and wine, as well as a migration from RTDs to cheaper alternatives, including own mixes at home with spirits and juice. Spirits, however, managed to register high volume growth in 2022 as, unlike othe...

Euromonitor International's Alcoholic Drinks in Croatia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Alcoholic Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

ALCOHOLIC DRINKS IN CROATIA

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 1 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 2 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 3 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 4 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 5 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 6 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 10 GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 11 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 12 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 13 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 14 Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 15 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 16 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 Research Sources

BEER IN CROATIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Recovery of tourism drives on-trade growth in 2022

Top three brewers maintain their lead, while small and independent breweries struggle due to rising prices

Non/low alcoholic beer and craft beer impacted by price rises and limited distribution, respectively

PROSPECTS AND OPPORTUNITIES

Increasing price-sensitivity will encourage shift to economy and mid-priced beer

Rising cost of raw materials due to war in Ukraine and COVID-19

Breweries to focus on lower strength beer

CATEGORY BACKGROUND

Lager price band methodology

Summary 3 Lager by Price Band 2022

Table 17 Number of Breweries 2017-2022

CATEGORY DATA

Table 18 Sales of Beer by Category: Total Volume 2017-2022

Table 19 Sales of Beer by Category: Total Value 2017-2022

Table 20 Sales of Beer by Category: % Total Volume Growth 2017-2022

Table 21 Sales of Beer by Category: % Total Value Growth 2017-2022

Table 22 Sales of Beer by Off-trade vs On-trade: Volume 2017-2022

Table 23 Sales of Beer by Off-trade vs On-trade: Value 2017-2022

Table 24 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 25 Sales of Beer by Off-trade vs On-trade: % Value Growth 2017-2022

Table 26 GBO Company Shares of Beer: % Total Volume 2018-2022

Table 27 NBO Company Shares of Beer: % Total Volume 2018-2022

Table 28 LBN Brand Shares of Beer: % Total Volume 2019-2022

Table 29 Forecast Sales of Beer by Category: Total Volume 2022-2027

Table 30 Forecast Sales of Beer by Category: Total Value 2022-2027

Table 31 Forecast Sales of Beer by Category: % Total Volume Growth 2022-2027

Table 32 Forecast Sales of Beer by Category: % Total Value Growth 2022-2027

WINE IN CROATIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Strong inflation drives increased demand for more affordable wines in 2022

Premiumisation trend grinds to a halt as disposable incomes shrink

Rising interest in local wines

PROSPECTS AND OPPORTUNITIES

Volume growth supported by wine's fashionable image and its perception of being healthier than spirits

Rising prices set to hamper volume growth

Vegan and lifestyles wines to see increased demand

CATEGORY DATA

Table 33 Sales of Wine by Category: Total Volume 2017-2022

Table 34 Sales of Wine by Category: Total Value 2017-2022

Table 35 Sales of Wine by Category: % Total Volume Growth 2017-2022

Table 36 Sales of Wine by Category: % Total Value Growth 2017-2022

Table 37 Sales of Wine by Off-trade vs On-trade: Volume 2017-2022

Table 38 Sales of Wine by Off-trade vs On-trade: Value 2017-2022

Table 39 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 40 Sales of Wine by Off-trade vs On-trade: % Value Growth 2017-2022

Table 41 Forecast Sales of Wine by Category: Total Volume 2022-2027

Table 42 Forecast Sales of Wine by Category: Total Value 2022-2027

Table 43 Forecast Sales of Wine by Category: % Total Volume Growth 2022-2027

Table 44 Forecast Sales of Wine by Category: % Total Value Growth 2022-2027

SPIRITS IN CROATIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Low unit price growth of spirits appeals to price-sensitive consumers

No interest in non-alcoholic spirits

Slow year for innovation as players adopt a prudent approach

PROSPECTS AND OPPORTUNITIES

Excise tax rise expected in 2024 or 2025

Ket trend: drinking less but higher quality spirits

Tourism will support on-trade consumption of spirits

CATEGORY DATA

Table 45 Sales of Spirits by Category: Total Volume 2017-2022
Table 46 Sales of Spirits by Category: Total Value 2017-2022
Table 47 Sales of Spirits by Category: % Total Volume Growth 2017-2022
Table 48 Sales of Spirits by Category: % Total Value Growth 2017-2022
Table 49 Sales of Spirits by Off-trade vs On-trade: Volume 2017-2022
Table 50 Sales of Spirits by Off-trade vs On-trade: Value 2017-2022
Table 51 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2017-2022
Table 52 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2017-2022
Table 53 GBO Company Shares of Spirits: % Total Volume 2018-2022
Table 54 NBO Company Shares of Spirits: % Total Volume 2018-2022
Table 55 LBN Brand Shares of Spirits: % Total Volume 2019-2022
Table 56 Forecast Sales of Spirits by Category: Total Volume 2022-2027
Table 57 Forecast Sales of Spirits by Category: Total Value 2022-2027
Table 58 Forecast Sales of Spirits by Category: % Total Volume Growth 2022-2027
Table 59 Forecast Sales of Spirits by Category: % Total Value Growth 2022-2027

CIDER/PERRY IN CROATIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Cider/perry benefits from its lower alcohol content and being increasingly consumed throughout the year

Carlsberg Croatia maintains its lead in 2022

Cans appreciated for their convenience and quick cooling

PROSPECTS AND OPPORTUNITIES

Increased out-of-season consumption and healthier options will support further growth

Promotions and return of premiumisation trend

Domestic cider set to gain ground

CATEGORY DATA

Table 60 Sales of Cider/Perry: Total Volume 2017-2022
Table 61 Sales of Cider/Perry: Total Value 2017-2022
Table 62 Sales of Cider/Perry: % Total Volume Growth 2017-2022
Table 63 Sales of Cider/Perry: % Total Value Growth 2017-2022
Table 64 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2017-2022
Table 65 Sales of Cider/Perry by Off-trade vs On-trade: Value 2017-2022
Table 66 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2017-2022
Table 67 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2017-2022
Table 68 GBO Company Shares of Cider/Perry: % Total Volume 2018-2022
Table 69 NBO Company Shares of Cider/Perry: % Total Volume 2018-2022
Table 70 LBN Brand Shares of Cider/Perry: % Total Volume 2019-2022
Table 71 Forecast Sales of Cider/Perry: Total Volume 2022-2027

Table 72 Forecast Sales of Cider/Perry: Total Value 2022-2027

Table 73 Forecast Sales of Cider/Perry: % Total Volume Growth 2022-2027

Table 74 Forecast Sales of Cider/Perry: % Total Value Growth 2022-2027

RTDS IN CROATIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Return of tourism and music festivals boosts on-trade sales

RTDs face strong competition from other alcoholic drinks

No changes in the competitive landscape

PROSPECTS AND OPPORTUNITIES

Innovation in terms of healthier options will attract consumers

Growth from a relatively low base

Rising prices could dampen demand

CATEGORY DATA

Table 75 Sales of RTDs by Category: Total Volume 2017-2022

Table 76 Sales of RTDs by Category: Total Value 2017-2022

Table 77 Sales of RTDs by Category: % Total Volume Growth 2017-2022

Table 78 Sales of RTDs by Category: % Total Value Growth 2017-2022

Table 79 Sales of RTDs by Off-trade vs On-trade: Volume 2017-2022

Table 80 Sales of RTDs by Off-trade vs On-trade: Value 2017-2022

Table 81 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 82 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2017-2022

Table 83 GBO Company Shares of RTDs: % Total Volume 2018-2022

Table 84 NBO Company Shares of RTDs: % Total Volume 2018-2022

Table 85 LBN Brand Shares of RTDs: % Total Volume 2019-2022

Table 86 Forecast Sales of RTDs by Category: Total Volume 2022-2027

Table 87 Forecast Sales of RTDs by Category: Total Value 2022-2027

Table 88 Forecast Sales of RTDs by Category: % Total Volume Growth 2022-2027

Table 89 Forecast Sales of RTDs by Category: % Total Value Growth 2022-2027

I would like to order

Product name: Alcoholic Drinks in Croatia

Product link: <https://marketpublishers.com/r/A897A78714EEN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A897A78714EEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970