

Biscuits and Snack Bars in Croatia

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Abstracts

In Croatia, price still dictates the purchase of biscuits. Leading manufacturer Kras dd recognised this and relocated its biscuits production to Bosnia-Herzegovina, where it owns a manufacturing facility. This way it can offer cheaper biscuits with lower production costs and this pays dividends. According to trade sources, biscuits are mostly purchased to offer to guests or at social events as snacks. Plain biscuits benefited from this due to the affordable pricing of these products.

Euromonitor International's Biscuits and Snack Bars 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 2010-2014, 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 new product developments, distribution or pricing issues. Forecasts to 2019 illustrate how the market is set to change.

Product coverage: Biscuits, Snack Bars.

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

Why buy this report?

Get a detailed picture of the Biscuits and Snack Bars 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.

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