

Dairy Products and Alternatives in Croatia

<https://marketpublishers.com/r/D91D50259BCEEN.html>

Date: September 2023

Pages: 62

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

ID: D91D50259BCEEN

Abstracts

The dairy products and alternatives category is on course to experience limited growth in retail volume and current value sales in 2023. The unstable economic climate is hindering retail volume sales with the increase in fuel prices and the war in Ukraine leading to rising prices of some ingredient commodities. Moreover, persistent global supply shortages brought about by the pandemic, are still having an unfavourable impact on the dairy category. The high level of inflation is causing consumers...

Euromonitor International's Dairy Products and Alternatives in Croatia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Baby Food, Dairy, Plant-based Dairy.

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

Why buy this report?

Get a detailed picture of the Dairy Products and Alternatives 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

Dairy Products and Alternatives in Croatia
Euromonitor International
February 2024

LIST OF CONTENTS AND TABLES

DAIRY PRODUCTS AND ALTERNATIVES IN CROATIA EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture
Key trends in 2023
Competitive Landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

Table 1 Sales of Dairy Products and Alternatives by Category: Value 2018-2023
Table 2 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023
Table 3 NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023
Table 4 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023
Table 5 Penetration of Private Label by Category: % Value 2018-2023
Table 6 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023
Table 7 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028
Table 8 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

BABY FOOD IN CROATIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Stagnant volume performance as retail prices increase
Organic baby food shows promising growth as private labels roll out their own variants
Baby food players shift more advertising online

PROSPECTS AND OPPORTUNITIES

Demographic shifts pose long term risk for baby food

Functional baby foods and health claims to expand

E-commerce growth potential is high in baby food

CATEGORY DATA

Table 9 Sales of Baby Food by Category: Volume 2018-2023

Table 10 Sales of Baby Food by Category: Value 2018-2023

Table 11 Sales of Baby Food by Category: % Volume Growth 2018-2023

Table 12 Sales of Baby Food by Category: % Value Growth 2018-2023

Table 13 NBO Company Shares of Baby Food: % Value 2019-2023

Table 14 LBN Brand Shares of Baby Food: % Value 2020-2023

Table 15 Distribution of Baby Food by Format: % Value 2018-2023

Table 16 Forecast Sales of Baby Food by Category: Volume 2023-2028

Table 17 Forecast Sales of Baby Food by Category: Value 2023-2028

Table 18 Forecast Sales of Baby Food by Category: % Volume Growth 2023-2028

Table 19 Forecast Sales of Baby Food by Category: % Value Growth 2023-2028

BUTTER AND SPREADS IN CROATIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Margarine declines in popularity, as consumers favour butter

Butter and spreads witness stable volume sales

Growing interest in lactose free butter

PROSPECTS AND OPPORTUNITIES

Further price rises anticipated in edible oil

Ghee is increasingly on the cook's menu

Lactose-free options to gain further appeal

CATEGORY DATA

Table 61 Sales of Butter and Spreads by Category: Volume 2018-2023

Table 62 Sales of Butter and Spreads by Category: Value 2018-2023

Table 63 Sales of Butter and Spreads by Category: % Volume Growth 2018-2023

Table 64 Sales of Butter and Spreads by Category: % Value Growth 2018-2023

Table 65 NBO Company Shares of Butter and Spreads: % Value 2019-2023

Table 66 LBN Brand Shares of Butter and Spreads: % Value 2020-2023

Table 67 Distribution of Butter and Spreads by Format: % Value 2018-2023

Table 68 Forecast Sales of Butter and Spreads by Category: Volume 2023-2028

Table 69 Forecast Sales of Butter and Spreads by Category: Value 2023-2028

Table 70 Forecast Sales of Butter and Spreads by Category: % Volume Growth 2023-2028

Table 71 Forecast Sales of Butter and Spreads by Category: % Value Growth 2023-2028

CHEESE IN CROATIA KEY DATA FINDINGS

2023 DEVELOPMENTS

Lactose-free cheese gains mainstream appeal
Grilling cheese gains popularity post-pandemic
Cheese prices escalate amid economic problems

PROSPECTS AND OPPORTUNITIES

Cost issues will remain a pressing concern
Rebound in foodservice volume sales tapers off in 2023
Convenience trend drives a revival in demand for processed cheese excluding spreadable

CATEGORY DATA

Table 20 Sales of Cheese by Category: Volume 2018-2023
Table 21 Sales of Cheese by Category: Value 2018-2023
Table 22 Sales of Cheese by Category: % Volume Growth 2018-2023
Table 23 Sales of Cheese by Category: % Value Growth 2018-2023
Table 24 Sales of Spreadable Processed Cheese by Type: % Value 2018-2023
Table 25 NBO Company Shares of Cheese: % Value 2019-2023
Table 26 LBN Brand Shares of Cheese: % Value 2020-2023
Table 27 Distribution of Cheese by Format: % Value 2018-2023
Table 28 Forecast Sales of Cheese by Category: Volume 2023-2028
Table 29 Forecast Sales of Cheese by Category: Value 2023-2028
Table 30 Forecast Sales of Cheese by Category: % Volume Growth 2023-2028
Table 31 Forecast Sales of Cheese by Category: % Value Growth 2023-2028

DRINKING MILK PRODUCTS IN CROATIA KEY DATA FINDINGS

2023 DEVELOPMENTS

Croatians choose to buy local where possible
Private label makes gains in drinking milk products
Sustainability issue remains a key issue for manufacturers

PROSPECTS AND OPPORTUNITIES

Modest growth prospects ahead for drinking milk products
Dairy farmers to experience surge in costs and sourcing issues

Organic milk production expected to rise

CATEGORY DATA

Table 32 Sales of Drinking Milk Products by Category: Volume 2018-2023

Table 33 Sales of Drinking Milk Products by Category: Value 2018-2023

Table 34 Sales of Drinking Milk Products by Category: % Volume Growth 2018-2023

Table 35 Sales of Drinking Milk Products by Category: % Value Growth 2018-2023

Table 36 NBO Company Shares of Drinking Milk Products: % Value 2019-2023

Table 37 LBN Brand Shares of Drinking Milk Products: % Value 2020-2023

Table 38 Distribution of Drinking Milk Products by Format: % Value 2018-2023

Table 39 Forecast Sales of Drinking Milk Products Products by Category: Volume 2023-2028

Table 40 Forecast Sales of Drinking Milk Products Products by Category: Value 2023-2028

Table 41 Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2023-2028

Table 42 Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2023-2028

YOGHURT AND SOUR MILK PRODUCTS IN CROATIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Yoghurt is enjoyed for its versatility and nutritional benefits

Consumers seek out higher quality and healthier products

Soaring prices drives consumers towards private label

PROSPECTS AND OPPORTUNITIES

Health concerns will play stronger role in consumers' purchasing decisions

Drinking yoghurt poised for strong growth

Inflation will leave its mark as consumers continue to economise

CATEGORY DATA

Table 72 Sales of Yoghurt and Sour Milk Products by Category: Volume 2018-2023

Table 73 Sales of Yoghurt and Sour Milk Products by Category: Value 2018-2023

Table 74 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2018-2023

Table 75 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2018-2023

Table 76 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2019-2023

Table 77 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2020-2023

Table 78 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2018-2023

Table 79 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2023-2028

Table 80 Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2023-2028

Table 81 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2023-2028

Table 82 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2023-2028

OTHER DAIRY IN CROATIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Coffee whiteners and cream witness recovery in volume sales as socialising returns

Fromage frais and quark are eaten for health benefits

Foodservice volume sales rise but at lower rate

PROSPECTS AND OPPORTUNITIES

Chilled snacks is a high growth category

Opportunities to drive condensed milk and cream sales with a better-for-you proposition

E-commerce to extend its share of sales in other dairy

CATEGORY DATA

Table 43 Sales of Other Dairy by Category: Volume 2018-2023

Table 44 Sales of Other Dairy by Category: Value 2018-2023

Table 45 Sales of Other Dairy by Category: % Volume Growth 2018-2023

Table 46 Sales of Other Dairy by Category: % Value Growth 2018-2023

Table 47 NBO Company Shares of Other Dairy: % Value 2019-2023

Table 48 LBN Brand Shares of Other Dairy: % Value 2020-2023

Table 49 Distribution of Other Dairy by Format: % Value 2018-2023

Table 50 Forecast Sales of Other Dairy by Category: Volume 2023-2028

Table 51 Forecast Sales of Other Dairy by Category: Value 2023-2028

Table 52 Forecast Sales of Other Dairy by Category: % Volume Growth 2023-2028

Table 53 Forecast Sales of Other Dairy by Category: % Value Growth 2023-2028

PLANT-BASED DAIRY IN CROATIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Plant-based milk sought out by affluent consumers

Vegan marketed plant-based dairy products are in demand

Private label is making waves in plant-based dairy

PROSPECTS AND OPPORTUNITIES

New players expected to focus on sustainability to differentiate in plant-based dairy

Competition from lactose-free traditional dairy products

Plant-based cheese to become more established

CATEGORY DATA

Table 54 Sales of Plant-Based Dairy by Category: Value 2018-2023

Table 55 Sales of Plant-Based Dairy by Category: % Value Growth 2018-2023

Table 56 NBO Company Shares of Plant-Based Dairy: % Value 2019-2023

Table 57 LBN Brand Shares of Plant-Based Dairy: % Value 2020-2023

Table 58 Distribution of Plant-Based Dairy by Format: % Value 2018-2023

Table 59 Forecast Sales of Plant-Based Dairy by Category: Value 2023-2028

Table 60 Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2023-2028

I would like to order

Product name: Dairy Products and Alternatives in Croatia

Product link: <https://marketpublishers.com/r/D91D50259BCEEN.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/D91D50259BCEEN.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