

# Energy Drinks Market in Croatia 2021

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## Abstracts

Energy drinks are widely promoted as products that increase energy and enhance mental alertness and physical performance. These drinks contain high levels of a stimulant ingredient, usually caffeine, as well as sugar and often supplements, such as vitamins or carnitine. The energy drinks market in Croatia is projected to expand by a CAGR of 4.3% from 2021 through 2027. Increasing popularity of various product offerings, growing consumer inclination toward reduced sugar & sugar-free beverages, increased promotional and advertisement strategies by the manufacturers are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for energy drinks. The Croatia energy drinks market is segmented on the basis of product, end user, and distribution channel. On the basis of product, the energy drinks market in Croatia has been segmented into regular, sugar-free. Among these, the regular energy drinks segment was accounted for the highest revenue generator in 2020. By end user, the energy drinks market in Croatia has been segmented into teenagers, adults, others. Based on distribution channel, the energy drinks market in Croatia is categorized into supermarkets & hypermarkets, specialty stores, convenience stores, grocery stores, online retailing, others.

The key players in the energy drinks market include Red Bull GmbH, Hell Energy Magyarorszag Kft, Monster Beverage Corporation, FoodCare Sp. z o.o.

### Report Scope

Product: regular, sugar-free

End user: teenagers, adults, others

Distribution channel: supermarkets & hypermarkets, specialty stores, convenience stores, grocery stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Croatia energy drinks market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Red Bull GmbH  
Hell Energy Magyarország Kft  
Monster Beverage Corporation  
FoodCare Sp. z o.o.  
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