

Drinking Milk Products in Croatia

Market Direction | 2022-09-27 | 17 pages | Euromonitor

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Report description:

After two years, flavoured milk drinks returned to current value growth in 2022 with chocolate remaining the most popular flavour among children. As lockdowns and restrictions were lifted, children started going back to school driving category growth. Despite high unit prices compared to non-flavoured milk, the category saw value growth even during the pandemic. Among players, Dukat dd's success can be partly attributed to its engagement with media advertising and marketing campaigns for new lau...

Euromonitor International's Drinking Milk Products 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 2017-2021, 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 <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- * Get a detailed picture of the Drinking Milk Products 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.

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