

Sweet Spreads in Croatia

Market Direction | 2022-11-03 | 16 pages | Euromonitor

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Report description:

Honey recorded further decline in 2022 due to the poor honey season in Croatia at the end of 2021. There was a serious shortage of domestic honey and prices consequently went up. More importantly, imported honey performed well and took share of the market, which was previously almost impossible due to the strong consumer loyalty to domestic honey. With a lack of domestic honey and strong price rises, consumers switched to other sweet spreads or simply reduced their honey consumption in the year.

Euromonitor International's Sweet Spreads 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: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based Spreads.

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

Why buy this report?

- * Get a detailed picture of the Sweet Spreads 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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