

## **Processed Meat, Seafood and Alternatives To Meat in Croatia**

Market Direction | 2022-11-16 | 19 pages | Euromonitor

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### **Report description:**

The sharp rise in unit prices has negatively impacted the entire processed meat category as consumers reduced consumption. The strong rebound of tourism in the summer season mitigated the full effect of these prices rises to an extent, although retail volume sales declined nonetheless. The government's decision to reduce VAT on raw meat and seafood from 13% to 5% had a negative effect on processed meats as consumers switched to buying cheaper raw meat options rather than processed products in 20...

Euromonitor International's Processed Meat, Seafood and Alternatives to Meat 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: Meat and Seafood Substitutes, Processed Meat, Processed Seafood, Tofu and Derivatives.

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

Why buy this report?

- \* Get a detailed picture of the Processed Meat, Seafood and Alternatives to Meat 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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