

Energy Drinks in Croatia

Market Direction | 2022-12-12 | 24 pages | Euromonitor

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Report description:

Energy drinks are expected to be the worst performing soft drink in Croatia in 2022, with retail volume sales falling significantly. Several factors underlie the dismal performance. Significant price rises, driven by increasing costs stemming from the energy crisis caused by the war in Ukraine, is expected to dampen volume sales. Price rises in particular are having a serious impact as energy drinks are mainly consumed by younger people, and they in general are even more price sensitive. In add...

Euromonitor International's Energy Drinks in Croatia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Reduced Sugar Energy Drinks, Regular Energy Drinks.

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

Why buy this report?

- * Get a detailed picture of the Energy Drinks 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.

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Imported brands dominate

Launch of local brand in 2022

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Energy drinks face increasing competition from other soft drinks options, in particular RTD coffee and drinks with added energy benefits

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