

## **Hot Drinks in Croatia**

Market Direction | 2022-12-08 | 31 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### **Report description:**

The war in Ukraine is having a negative impact, with the resultant energy crisis leading to soaring inflation and dampening volume sales. As a result, while hot drinks are expected to register an increase in current value sales, retail volume sales are expected to fall, with coffee dragging down the overall performance.

Euromonitor International's Hot 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 or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

- \* Get a detailed picture of the Hot 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.

### **Table of Contents:**

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## List Of Contents And Tables

### HOT DRINKS IN CROATIA

#### EXECUTIVE SUMMARY

Hot drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

#### MARKET DATA

Table 1 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2017-2022

Table 2 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2017-2022

Table 3 Retail Sales of Hot Drinks by Category: Volume 2017-2022

Table 4 Retail Sales of Hot Drinks by Category: Value 2017-2022

Table 5 Retail Sales of Hot Drinks by Category: % Volume Growth 2017-2022

Table 6 Retail Sales of Hot Drinks by Category: % Value Growth 2017-2022

Table 7 Foodservice Sales of Hot Drinks by Category: Volume 2017-2022

Table 8 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2017-2022

Table 9 Total Sales of Hot Drinks by Category: Total Volume 2017-2022

Table 10 □ Total Sales of Hot Drinks by Category: % Total Volume Growth 2017-2022

Table 11 □ NBO Company Shares of Hot Drinks: % Retail Value 2018-2022

Table 12 □ LBN Brand Shares of Hot Drinks: % Retail Value 2019-2022

Table 13 □ Penetration of Private Label in Hot Drinks by Category: % Retail Value 2017-2022

Table 14 □ Retail Distribution of Hot Drinks by Format: % Volume 2017-2022

Table 15 □ Retail Distribution of Hot Drinks by Format and Category: % Volume 2022

Table 16 □ Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2022-2027

Table 17 □ Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2022-2027

Table 18 □ Forecast Retail Sales of Hot Drinks by Category: Volume 2022-2027

Table 19 □ Forecast Retail Sales of Hot Drinks by Category: Value 2022-2027

Table 20 □ Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2022-2027

Table 21 □ Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2022-2027

Table 22 □ Forecast Foodservice Sales of Hot Drinks by Category: Volume 2022-2027

Table 23 □ Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2022-2027

Table 24 □ Forecast Total Sales of Hot Drinks by Category: Total Volume 2022-2027

Table 25 □ Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2022-2027

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

#### COFFEE IN CROATIA

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Fall in retail volume sales, as inflation bites

Private label gains value share, as inflation forces a degree of trading down

Instant coffee fares best as consumers feel the pinch

#### PROSPECTS AND OPPORTUNITIES

Moderate growth over forecast period

Coffee pods register highest growth

Private label benefits, if inflationary pressures continue

#### CATEGORY DATA

Table 26 Retail Sales of Coffee by Category: Volume 2017-2022

Table 27 Retail Sales of Coffee by Category: Value 2017-2022

Table 28 Retail Sales of Coffee by Category: % Volume Growth 2017-2022

Table 29 Retail Sales of Coffee by Category: % Value Growth 2017-2022

Table 30 NBO Company Shares of Coffee: % Retail Value 2018-2022

Table 31 LBN Brand Shares of Coffee: % Retail Value 2019-2022

Table 32 Forecast Retail Sales of Coffee by Category: Volume 2022-2027

Table 33 Forecast Retail Sales of Coffee by Category: Value 2022-2027

Table 34 Forecast Retail Sales of Coffee by Category: % Volume Growth 2022-2027

Table 35 □Forecast Retail Sales of Coffee by Category: % Value Growth 2022-2027

#### TEA IN CROATIA

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Only slight increase in retail volume sales, as inflation bites

Enjoying a strong following of loyal customers, Franck remains the leader in tea in 2022

Fruit/herbal registers highest current value growth

#### PROSPECTS AND OPPORTUNITIES

Muted growth over forecast period

Intensifying health and wellness trends will support growth over the forecast period

More of a focus on greener positioning over forecast period

#### CATEGORY DATA

Table 36 Retail Sales of Tea by Category: Volume 2017-2022

Table 37 Retail Sales of Tea by Category: Value 2017-2022

Table 38 Retail Sales of Tea by Category: % Volume Growth 2017-2022

Table 39 Retail Sales of Tea by Category: % Value Growth 2017-2022

Table 40 NBO Company Shares of Tea: % Retail Value 2018-2022

Table 41 LBN Brand Shares of Tea: % Retail Value 2019-2022

Table 42 Forecast Retail Sales of Tea by Category: Volume 2022-2027

Table 43 Forecast Retail Sales of Tea by Category: Value 2022-2027

Table 44 Forecast Retail Sales of Tea by Category: % Volume Growth 2022-2027

Table 45 □Forecast Retail Sales of Tea by Category: % Value Growth 2022-2027

#### OTHER HOT DRINKS IN CROATIA

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Only slight increase in retail volume sales, as inflation bites

Private label gains value share, as inflation heightens price sensitivity

Increased premiumisation in effort to appeal to adults

#### PROSPECTS AND OPPORTUNITIES

Marginal growth over forecast period

Innovation need to ensure long-term growth

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Opportunities for growth for reduced sugar options, as well as more sustainable options

#### CATEGORY DATA

Table 46 Retail Sales of Other Hot Drinks by Category: Volume 2017-2022

Table 47 Retail Sales of Other Hot Drinks by Category: Value 2017-2022

Table 48 Retail Sales of Other Hot Drinks by Category: % Volume Growth 2017-2022

Table 49 Retail Sales of Other Hot Drinks by Category: % Value Growth 2017-2022

Table 50 NBO Company Shares of Other Hot Drinks: % Retail Value 2018-2022

Table 51 LBN Brand Shares of Other Hot Drinks: % Retail Value 2019-2022

Table 52 Forecast Retail Sales of Other Hot Drinks by Category: Volume 2022-2027

Table 53 Forecast Retail Sales of Other Hot Drinks by Category: Value 2022-2027

Table 54 Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2022-2027

Table 55 □Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Hot Drinks in Croatia

Market Direction | 2022-12-08 | 31 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-07"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com