

RTD Coffee in Croatia

Market Direction | 2022-12-12 | 23 pages | Euromonitor

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Report description:

The war in Ukraine is having a negative impact, with the resultant energy crisis leading to soaring inflation and dampening volume sales of soft drinks overall. However, RTD coffee is expected to fare better than more popular soft drinks such as carbonates, juice and bottled water. In 2022, RTD tea is expected to register healthy retail current value growth and more moderate volume growth. Growth is expected to be even higher through foodservice channels. That being said, RTD coffee is still an...

Euromonitor International's RTD Coffee 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.

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

Why buy this report?

- * Get a detailed picture of the RTD Coffee 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:

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List Of Contents And Tables

RTD COFFEE IN CROATIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Increase in volume sales, despite price rises

No change in status quo in 2022

RTD coffee growth driven by younger generation

PROSPECTS AND OPPORTUNITIES

Moderate volume growth over forecast period

As awareness of lactose intolerance rises, RTD coffee with plant-based milk is likely to gain popularity

Premiumisation of coffee filters into RTD coffee

CATEGORY DATA

Table 1 Off-trade Sales of RTD Coffee: Volume 2017-2022

Table 2 Off-trade Sales of RTD Coffee: Value 2017-2022

Table 3 Off-trade Sales of RTD Coffee: % Volume Growth 2017-2022

Table 4 Off-trade Sales of RTD Coffee: % Value Growth 2017-2022

Table 5 NBO Company Shares of Off-trade RTD Coffee: % Volume 2018-2022

Table 6 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2019-2022

Table 7 NBO Company Shares of Off-trade RTD Coffee: % Value 2018-2022

Table 8 LBN Brand Shares of Off-trade RTD Coffee: % Value 2019-2022

Table 9 Forecast Off-trade Sales of RTD Coffee: Volume 2022-2027

Table 10 □Forecast Off-trade Sales of RTD Coffee: Value 2022-2027

Table 11 □Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2022-2027

Table 12 □Forecast Off-trade Sales of RTD Coffee: % Value Growth 2022-2027

SOFT DRINKS IN CROATIA

EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022

Table 22 ☐Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022
Table 23 ☐Off-trade Sales of Soft Drinks by Category: Value 2017-2022
Table 24 ☐Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022
Table 25 ☐Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022
Table 26 ☐Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022
Table 27 ☐NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022
Table 28 ☐LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022
Table 29 ☐NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022
Table 30 ☐LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022
Table 31 ☐Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022
Table 32 ☐Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022
Table 33 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027
Table 34 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027
Table 35 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027
Table 36 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027
Table 37 ☐Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027
Table 38 ☐Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027
Table 39 ☐Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027
Table 40 ☐Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027
Table 41 ☐Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027
Table 42 ☐Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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