

## **Sports Drinks in Croatia**

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

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### **Report description:**

Sports drinks bucks the trend in 2022 and are expected to register double-digit retail current value and volume growth in spite of soaring inflation, caused by the energy crisis stemming from the war in Ukraine. With society fully opened up, post pandemic lockdowns, and Croatians also looking to lead more active lives, sports drinks benefits.

Euromonitor International's Sports 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 Sports Drinks, Regular Sports 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 Sports 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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SPORTS DRINKS IN CROATIA

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Sports drinks buck the trend, with very healthy growth

Vindija leads, thanks to strong brand recognition and wide availability of its Isosport drink

Sports drinks has stiff competition from other soft drinks, particularly functional bottled water

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