

**Grocery Retailers in Croatia**

Market Direction | 2023-05-19 | 21 pages | Euromonitor

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**Report description:**

In light of inflationary pressures, consumers have become increasingly discerning and cost-conscious in 2022. Grocery retailers have navigated this more complex climate by implementing various measures to address changing preferences, such as extending their private label ranges and enhancing promotional offerings. With discounters growing in popularity in Croatia, supermarkets have felt the pressure on price. Grocery retailers have been seeking to maintain loyalty by offering a shopping basket...

Euromonitor International's Grocery Retailers in Croatia report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Convenience Retailers, Discounters, Food/Drink/Tobacco Specialists, Hypermarkets, Small Local Grocers, Supermarkets, Warehouse Clubs.

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

**Why buy this report?**

- \* Get a detailed picture of the Grocery Retailers 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

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