

## **Alcoholic Drinks in Croatia**

Market Direction | 2023-06-28 | 56 pages | Euromonitor

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### **Report description:**

2022 was a tough year for alcoholic drinks in Croatia as high inflation impacted discretionary spending in the year. Fortunately, this was offset by strong growth in the on-trade channel as tourism was almost at its pre-pandemic level. Rising prices encouraged a shift to economy and mid-priced beer and wine, as well as a migration from RTDs to cheaper alternatives, including own mixes at home with spirits and juice. Spirits, however, managed to register high volume growth in 2022 as, unlike othe...

Euromonitor International's Alcoholic 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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- \* Get a detailed picture of the Alcoholic 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.

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