

Rtds in Croatia

Market Direction | 2023-06-28 | 20 pages | Euromonitor

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Report description:

With the lifting of most of the pandemic-related restrictions, the home consumption of RTDs started to suffer in 2022. Meanwhile, the strong recovery of on-trade sales can be attributed to an exceptionally successful tourist season and the return of music festivals, especially electronic music festivals in the south coast of Croatia.

Euromonitor International's RTDs 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: Malt-based RTDs, Non Alcoholic RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

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

Why buy this report?

- * Get a detailed picture of the RTDs 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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KEY DATA FINDINGS

2022 DEVELOPMENTS

Return of tourism and music festivals boosts on-trade sales

RTDs face strong competition from other alcoholic drinks

No changes in the competitive landscape

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Innovation in terms of healthier options will attract consumers

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