

## **Savoury Snacks in Croatia**

Market Direction | 2023-07-03 | 19 pages | Euromonitor

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### **Report description:**

Savoury snacks is expected to register current value and volume growth in 2023. However, inflation will dampen volume growth somewhat as the war in Ukraine leads to rising energy and food prices. Players are reacting by offering discounting and price promotions.

Euromonitor International's Savoury Snacks in Croatia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Meat Snacks, Nuts, Seeds and Trail Mixes, Other Savoury Snacks, Popcorn, Pretzels, Salty Snacks, Savoury Biscuits, Seafood Snacks.

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

Why buy this report?

- \* Get a detailed picture of the Savoury Snacks 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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Discounting supports volume growth in a tough economic climate

Adria Snack continues to lead thanks to broad portfolio and expansion of production

Nuts, seeds and trail mixes are increasingly seen as nutritious, convenient snacks

#### PROSPECTS AND OPPORTUNITIES

Moderate growth predicted for savoury snacks over the forecast period, especially those with wellness positioning

Wide product range ensures constant value growth over the forecast period

Private label set to benefit as the premiumisation trend stalls

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