

Plant-Based Dairy in Croatia

Market Direction | 2023-09-25 | 14 pages | Euromonitor

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Report description:

Plant-based milk is gaining popularity in Croatia, as evidenced by the growing percentage of the population now purchasing them. Plant-based milk products are most commonly purchased by higher-income groups living in urban areas. Even though the consumer base tends to be affluent, price remains the dominant factor in the decision-making process. Croatians will typically only buy plant-based milk when the product is discounted, with consumers keen to shop around.

Euromonitor International's Plant-based Dairy 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: Plant-based Cheese, Plant-based Milk, Plant-based Yoghurt.

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

Why buy this report?

- * Get a detailed picture of the Plant-based Dairy 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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