

Staple Foods in Croatia

Market Direction | 2023-11-23 | 54 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

The sharp price growth in staple foods seen in 2022 has moderated in 2023. Retailers are trying to reduce further oscillations by introducing heavy discounts and gradual price changes. Whilst Croatian consumers remain extremely price sensitive due to budget constraints as a result of the challenging economic environment in the country, they do not generally cut back on staple food items. However, only marginal retail volume growth is recorded in 2023, and it is expected to take at least a year o...

Euromonitor International's Staple Foods 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: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

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

Why buy this report?

- * Get a detailed picture of the Staple Foods 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.

Table of Contents:

Staple Foods in Croatia

Euromonitor International

November 2023

List Of Contents And Tables

STAPLE FOODS IN CROATIA

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 1 Sales of Staple Foods by Category: Volume 2018-2023

Table 2 Sales of Staple Foods by Category: Value 2018-2023

Table 3 Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 4 Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Staple Foods: % Value 2019-2023

Table 6 LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 7 Penetration of Private Label by Category: % Value 2019-2023

Table 8 Distribution of Staple Foods by Format: % Value 2018-2023

Table 9 Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 10 Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 11 Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 12 Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

BAKED GOODS IN CROATIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price stabilisation in 2023

Return of social gatherings supports growth of cakes and pastries

Shift to healthier baked goods

PROSPECTS AND OPPORTUNITIES

Rising health concerns to impact demand

Increased environmental consciousness will encourage shift to unpackaged products

Impact of bread baking trend

CATEGORY DATA

Table 13 Sales of Baked Goods by Category: Volume 2018-2023

Table 14 Sales of Baked Goods by Category: Value 2018-2023

Table 15 Sales of Baked Goods by Category: % Volume Growth 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 16 Sales of Baked Goods by Category: % Value Growth 2018-2023

Table 17 NBO Company Shares of Baked Goods: % Value 2019-2023

Table 18 LBN Brand Shares of Baked Goods: % Value 2020-2023

Table 19 Distribution of Baked Goods by Format: % Value 2018-2023

Table 20 Forecast Sales of Baked Goods by Category: Volume 2023-2028

Table 21 Forecast Sales of Baked Goods by Category: Value 2023-2028

Table 22 □Forecast Sales of Baked Goods by Category: % Volume Growth 2023-2028

Table 23 □Forecast Sales of Baked Goods by Category: % Value Growth 2023-2028

BREAKFAST CEREALS IN CROATIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price rises continue in 2023 as retailers look to maintain high margins

Increasingly busy lifestyles encourage on-the-go consumption, dampening demand for breakfast cereals

Manufacturers use product innovation to set themselves apart

PROSPECTS AND OPPORTUNITIES

Large pack sizes will remain popular as consumers seek value for money

Health and sustainability key

Developments in sustainable packaging due to rising environmental concerns

CATEGORY DATA

Table 24 Sales of Breakfast Cereals by Category: Volume 2018-2023

Table 25 Sales of Breakfast Cereals by Category: Value 2018-2023

Table 26 Sales of Breakfast Cereals by Category: % Volume Growth 2018-2023

Table 27 Sales of Breakfast Cereals by Category: % Value Growth 2018-2023

Table 28 NBO Company Shares of Breakfast Cereals: % Value 2019-2023

Table 29 LBN Brand Shares of Breakfast Cereals: % Value 2020-2023

Table 30 Distribution of Breakfast Cereals by Format: % Value 2018-2023

Table 31 Forecast Sales of Breakfast Cereals by Category: Volume 2023-2028

Table 32 Forecast Sales of Breakfast Cereals by Category: Value 2023-2028

Table 33 □Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2023-2028

Table 34 □Forecast Sales of Breakfast Cereals by Category: % Value Growth 2023-2028

PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT IN CROATIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

High cost of packaged products encourages shift to unpackaged chilled meat

Difficult economic climate benefits private label and discounters in 2023

Chilled meat and seafood substitutes' strength continues due to health concerns

PROSPECTS AND OPPORTUNITIES

Stable prices and promotions to support future growth

Processed seafood to benefit from hectic lifestyles and rising demand for convenience

Strong growth of plant-based alternatives due to a rising number of vegans and vegetarians

CATEGORY DATA

Table 35 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2018-2023

Table 36 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2018-2023

Table 37 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2018-2023

Table 38 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2018-2023

Table 39 NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2019-2023

Table 40 LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2023

Table 41 Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2018-2023

Table 42 Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2023-2028

Table 43 Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2023-2028

PROCESSED FRUIT AND VEGETABLES IN CROATIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Convenience and quality of frozen products

Health and wellness trend supports growth of frozen fruit for smoothies

Consumers seek better deals and discounts due to strong unit price growth and price sensitivity

PROSPECTS AND OPPORTUNITIES

Convenience to support future growth as lives get busier

Focus on value for money followed by premiumisation

Convenience, improved service and favourable pricing set to benefit e-commerce

CATEGORY DATA

Table 44 Sales of Processed Fruit and Vegetables by Category: Volume 2018-2023

Table 45 Sales of Processed Fruit and Vegetables by Category: Value 2018-2023

Table 46 Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2018-2023

Table 47 Sales of Processed Fruit and Vegetables by Category: % Value Growth 2018-2023

Table 48 NBO Company Shares of Processed Fruit and Vegetables: % Value 2019-2023

Table 49 LBN Brand Shares of Processed Fruit and Vegetables: % Value 2020-2023

Table 50 Distribution of Processed Fruit and Vegetables by Format: % Value 2018-2023

Table 51 Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2023-2028

Table 52 Forecast Sales of Processed Fruit and Vegetables by Category: Value 2023-2028

Table 53 □Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2023-2028

Table 54 □Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2023-2028

RICE, PASTA AND NOODLES IN CROATIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Popularity of Asian cuisine drives demand for plain noodles

Expansion of premium private label products

Instant noodles appeal, being affordable, convenient and filling

PROSPECTS AND OPPORTUNITIES

Rising demand for convenience and different cuisines to drive further growth of instant noodles

Quality of ingredients increasingly important

Gluten free products to gain ground, but will remain unaffordable to most

CATEGORY DATA

Table 55 Sales of Rice, Pasta and Noodles by Category: Volume 2018-2023

Table 56 Sales of Rice, Pasta and Noodles by Category: Value 2018-2023

Table 57 Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2018-2023

Table 58 Sales of Rice, Pasta and Noodles by Category: % Value Growth 2018-2023

Table 59 NBO Company Shares of Rice, Pasta and Noodles: % Value 2019-2023

Table 60 LBN Brand Shares of Rice, Pasta and Noodles: % Value 2020-2023

Table 61 NBO Company Shares of Rice: % Value 2019-2023

Table 62 LBN Brand Shares of Rice: % Value 2020-2023

Table 63 NBO Company Shares of Pasta: % Value 2019-2023

Table 64 □LBN Brand Shares of Pasta: % Value 2020-2023

Table 65 □NBO Company Shares of Noodles: % Value 2019-2023

Table 66 LBN Brand Shares of Noodles: % Value 2020-2023

Table 67 Distribution of Rice, Pasta and Noodles by Format: % Value 2018-2023

Table 68 Distribution of Rice by Format: % Value 2018-2023

Table 69 Distribution of Pasta by Format: % Value 2018-2023

Table 70 Distribution of Noodles by Format: % Value 2018-2023

Table 71 Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2023-2028

Table 72 Forecast Sales of Rice, Pasta and Noodles by Category: Value 2023-2028

Table 73 Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2023-2028

Table 74 Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Staple Foods in Croatia

Market Direction | 2023-11-23 | 54 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
	VAT	
	Total	

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-20
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com