

Sweet Spreads in Croatia

Market Direction | 2023-11-22 | 18 pages | Euromonitor

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Report description:

Chocolate spreads and jams and preserves are set to post negative results in retail volume terms for a third consecutive year in 2023. This is partly due to rising health-consciousness in Croatia, as these product types are typically high in sugar. Given that they are traditionally most popular among families with young children, the long-term trend of falling birth rates in the country has also continued to undermine demand. Additionally, due to the soaring cost of sugar on global commodity mar...

Euromonitor International's Sweet Spreads 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: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based Spreads.

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

Why buy this report?

- * Get a detailed picture of the Sweet Spreads 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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Euromonitor International
November 2023

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