

Processed Fruit and Vegetables in Croatia

Market Direction | 2023-11-23 | 17 pages | Euromonitor

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Report description:

Within processed fruit and vegetables, frozen variants are expected to see the strongest current retail value sales growth in Croatia in 2023. The popularity of these products can be attributed to many factors, including their long shelf life, which appeals to consumers who wish to continue to limit the frequency of their grocery shopping trips. Moreover, compared with shelf-stable variants, frozen processed fruit and vegetables are considered fresh, of good quality, and free from added sugar an...

Euromonitor International's Processed Fruit and Vegetables 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: Frozen Processed Fruit and Vegetables, Shelf Stable Fruit and Vegetables.

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

Why buy this report?

- * Get a detailed picture of the Processed Fruit and Vegetables 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.

Scotts International. EU Vat number: PL 6772247784

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

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PROCESSED FRUIT AND VEGETABLES IN CROATIA

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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

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Focus on value for money followed by premiumisation

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

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