

## **Processed Meat, Seafood and Alternatives To Meat in Croatia**

Market Direction | 2023-11-23 | 18 pages | Euromonitor

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### **Report description:**

While current retail value sales of processed meat see double-digit growth in 2023, volume decline is attributable to higher unit prices, with the increasing cost of raw meat, animal food, energy and transportation being passed on to the consumer. Inflation has also increased price consciousness, and many consumers have reduced their purchases of processed meat in order to save money. However, due to the higher price of packaged products, many consumers are shifting to unpackaged chilled meat so...

Euromonitor International's Processed Meat, Seafood and Alternatives to Meat 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 and Seafood Substitutes, Processed Meat, Processed Seafood, Tofu and Derivatives.

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 Meat, Seafood and Alternatives to Meat 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
November 2023

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