

Energy Drinks in Croatia

Market Direction | 2023-12-18 | 25 pages | Euromonitor

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Report description:

Energy drinks is expected to be the best performing soft drink in terms of volume growth in 2023. Energy drinks are particularly popular among the under 25 age group and are widely consumed at festivals and parties. It is also popular as a cocktail mixer, with Red Bull and vodka being a popular cocktail in Croatia among young people. In addition, energy drinks is also increasingly segmented, with for instance energy drinks targeted at gamers, and this is also widening the consumer base.

Euromonitor International's Energy Drinks in Croatia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Reduced Sugar Energy Drinks, Regular Energy Drinks.

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

Why buy this report?

- * Get a detailed picture of the Energy Drinks 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.

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