

Juice in Croatia

Market Direction | 2023-12-18 | 27 pages | Euromonitor

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Report description:

Stanic, with its To and Juicy brands, continues to lead current value and retail volume sales of juice in 2023, with consumers seeing the brands as good price/quality combinations. Second-leading player Vindija also maintains a double-digit value share in 2023, thanks to its wide presence across various distribution channels and its great variety of juices. However, both companies are anticipated to lose slight value share in 2023, mainly to private label. With consumers being very price sensit...

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- * Get a detailed picture of the Juice 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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