

## **RTD Coffee in Croatia**

Market Direction | 2023-12-18 | 24 pages | Euromonitor

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### **Report description:**

Value sales are still low for RTD coffee in Croatia, in what is an emerging product area. In 2023, RTD coffee is expected to register moderate volume growth, though continuing rising prices dampen volume growth to an extent, especially as many of RTD coffee drinks are in the under 30 age group and this younger consumer group is generally more price sensitive.

Euromonitor International's RTD Coffee 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.

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

Why buy this report?

- \* Get a detailed picture of the RTD Coffee 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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