

Butter and Spreads in Croatia

Market Direction | 2023-09-25 | 15 pages | Euromonitor

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Report description:

Despite the recovery of pre-pandemic lifestyles, with Croatians returning to office workplaces and spending less time at home, margarine sales continue to decrease. In recent years, margarine has been labelled as a less healthy option than butter, and has been unable to overcome this negativity. Consumers are becoming more health conscious in Croatia and follow the mainstream media for health advice. Butter, on the other hand, is enjoying solid growth, following on from the increased consumption...

Euromonitor International's Butter and Spreads 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: Butter, Cooking Fats, Margarine and Spreads.

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

Why buy this report?

- * Get a detailed picture of the Butter and Spreads 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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Euromonitor International
February 2024

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