

## **Cider/Perry in Croatia**

Market Direction | 2024-06-25 | 20 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

In 2023, cider and perry in Croatia continued their upward trajectory, surpassing 2019 volume sales in both the off-trade and on-trade channels. This resurgence was primarily driven by the return of open-air socialising, concerts, festivals, and garden parties post-pandemic. Concurrently, record high current value sales were recorded, reflecting soaring inflation and subsequent increases in average unit prices. The development of this category aligns with the global trend towards low-alcohol and...

Euromonitor International's Cider/Perry 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 (2019-2023), 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 or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Non Alcoholic Cider/Perry, Regular Cider/Perry.

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

Why buy this report?

- \* Get a detailed picture of the Cider/Perry 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## **Table of Contents:**

Cider/Perry in Croatia  
Euromonitor International  
June 2024

### List Of Contents And Tables

#### CIDER/PERRY IN CROATIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Revival in social activities boosts sales

Weak private label presence

Leadership and innovation

##### PROSPECTS AND OPPORTUNITIES

Flavour innovations to drive growth

Rise of smaller local players

Competition from non-alcoholic beverages

##### CATEGORY DATA

Table 1 Sales of Cider/Perry: Total Volume 2018-2023

Table 2 Sales of Cider/Perry: Total Value 2018-2023

Table 3 Sales of Cider/Perry: % Total Volume Growth 2018-2023

Table 4 Sales of Cider/Perry: % Total Value Growth 2018-2023

Table 5 Sales of Cider/Perry: Total Volume 2019-2023

Table 6 Sales of Cider/Perry: Total Value 2019-2023

Table 7 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2018-2023

Table 8 Sales of Cider/Perry by Off-trade vs On-trade: Value 2018-2023

Table 9 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 10 □Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2018-2023

Table 11 □Sales of Cider/Perry by Off-trade vs On-trade: Volume 2019-2023

Table 12 □Sales of Cider/Perry by Off-trade vs On-trade: Value 2019-2023

Table 13 □GBO Company Shares of Cider/Perry: % Total Volume 2019-2023

Table 14 □NBO Company Shares of Cider/Perry: % Total Volume 2019-2023

Table 15 □LBN Brand Shares of Cider/Perry: % Total Volume 2019-2023

Table 16 □Forecast Sales of Cider/Perry: Total Volume 2023-2028

Table 17 □Forecast Sales of Cider/Perry: Total Value 2023-2028

Table 18 □Forecast Sales of Cider/Perry: % Total Volume Growth 2023-2028

Table 19 □Forecast Sales of Cider/Perry: % Total Value Growth 2023-2028

#### ALCOHOLIC DRINKS IN CROATIA

##### EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

##### MARKET BACKGROUND

Legislation

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 20 Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 21 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 22 Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 23 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 24 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 25 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 26 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 27 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 28 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 29 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 30 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 31 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 32 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 33 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 34 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 35 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Cider/Perry in Croatia

Market Direction | 2024-06-25 | 20 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-17"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com