

## **Wine in Croatia**

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

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### **Report description:**

In 2023, wine sales in Croatia experienced notable growth, primarily driven by the tourism sector. The influx of tourists significantly boosted on-trade wine consumption, particularly in coastal regions renowned for their hospitality and wine culture. Tourists' increasing interest in local wine varieties, such as Plavac Mali and Malvazija, has supported this growth, as visitors seek authentic Croatian experiences. However, the local population's off-trade wine purchases faced a slight decline, l...

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non Alcoholic Wine, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

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

Why buy this report?

- \* Get a detailed picture of the Wine 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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