

Drinking Milk Products in Croatia

Market Direction | 2024-08-16 | 18 pages | Euromonitor

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Report description:

Overall, drinking milk is expected to register positive value growth in Croatia, along with more muted volume growth, as continuing population decline dampens volume sales somewhat. Flavoured milk and in particular chocolate milk is expected to register the highest current value growth, with players launching several new offerings. Second-placed Vindija has the rights to use Disney themes featuring beloved characters Mickey and Minnie on their packaging. Traditionally available in 0.2l and 0.5-l...

Euromonitor International's Drinking Milk Products 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- * Get a detailed picture of the Drinking Milk Products 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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