

RTD Coffee in Croatia

Market Direction | 2024-12-11 | 25 pages | Euromonitor

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Report description:

While value sales continue to be low for RTD coffee in Croatia in 2024, compared with other soft drinks, it is a growing product area and is expected to register healthy volume growth. Coffee is Croatia's most popular hot drinks by far and consumers are open to also make the shift to RTD coffee. Sales are also highly seasonal, with sales peaking during the summer months, with demand driven by tourists and local consumers alike. Brands and retailers capitalise on this seasonal surge by increasing...

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 (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, packaging or pricing issues. Forecasts to 2028 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.

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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