



Euromonitor
International

Beer in Croatia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Flat growth in 2024
- Zagrebacka Pivovara maintains commanding lead
- Discounters benefit from their affordability

PROSPECTS AND OPPORTUNITIES

- Continuing muted performance over forecast period
- Locally produced beers continue to dominate
- Continuing innovation focusing on wellness, sustainability and variety

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- Lager price band methodology

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Alcoholic Drinks in Croatia - Industry Overview

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- Alcoholic drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments
- On-trade vs off-trade split
- What next for alcoholic drinks?

MARKET BACKGROUND

- Legislation
- Legal purchasing age and legal drinking age
- Drink driving
- Advertising
- Smoking ban
- Opening hours
- On-trade establishments

TAXATION AND DUTY LEVIES

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Contraband/parallel trade

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DISCLAIMER

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