



**Euromonitor  
International**

# Wine in Croatia

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Slight increase in volume sales in 2024
- Croatian wineries continue to innovate
- Discounters continue to gain on supermarkets

PROSPECTS AND OPPORTUNITIES

- Modest growth over forecast period
- Direct sales increasingly popular
- Continuing innovation keeps discerning consumers engaged

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EXECUTIVE SUMMARY

- 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

## OPERATING ENVIRONMENT

Contraband/parallel trade  
Duty free  
Cross-border/private imports

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