



# Edible Oils in Croatia

November 2025

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## Edible Oils in Croatia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Health and provenance key factors for consumers

#### INDUSTRY PERFORMANCE

Olive oil retains premium leadership despite easing prices

#### WHAT'S NEXT?

Steady value gains expected as pricing stabilises and local capacity strengthens

Health and wellness continue to define consumer priorities

Policy measures and origin protection reinforce stability and trust

#### COMPETITIVE LANDSCAPE

Zvijezda consolidates leadership through scale, pricing and wellness positioning

Fortenova Grupa emerges as the most dynamic player through private label expansion

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Supermarkets dominate as price, range and convenience align

E-commerce gains traction as producers and tourists drive online repeat sales

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Sales benefit from unit price stabilisation

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Trade dynamics and input volatility shape the competitive landscape

Tourism boosts shelf-stable meals and convenience lines

Quality control and provenance gain importance

#### WHAT'S NEXT?

Steady growth outlook led by sauces, meals and convenience innovation

Domestic production investments reinforce competitiveness

Modern retail and digital fulfilment drive future channel dynamics

## COMPETITIVE LANDSCAPE

Podravka consolidates leadership through investment and innovation  
Fortenova Grupa drives fastest growth through pricing strategy and brand agility  
Private label performance remains mixed but strategically important

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/edible-oils-in-croatia/report](https://www.euromonitor.com/edible-oils-in-croatia/report).