



Cooking Ingredients and Meals in Croatia

November 2025

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Cooking Ingredients and Meals in Croatia

EXECUTIVE SUMMARY

Sales benefit from unit price stabilisation

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INDUSTRY PERFORMANCE

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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Health and wellness continue to define consumer priorities

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Zvijezda consolidates leadership through scale, pricing and wellness positioning

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Broader convenience trend and upgraded formulations drive category expansion

Shelf-stable ready meals set the pace for value growth

WHAT'S NEXT?

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Health and wellness continue to shape product innovation and consumer preferences

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COMPETITIVE LANDSCAPE

Podravka strengthens leadership through breadth, innovation and digital engagement

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