

Savoury Snacks in Croatia

July 2023

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2023 DEVELOPMENTS

Discounting supports volume growth in a tough economic climate

Adria Snack continues to lead thanks to broad portfolio and expansion of production

Nuts, seeds and trail mixes are increasingly seen as nutritious, convenient snacks

PROSPECTS AND OPPORTUNITIES

Moderate growth predicted for savoury snacks over the forecast period, especially those with wellness positioning

Wide product range ensures constant value growth over the forecast period

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