

Sweet Spreads in Croatia

November 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Price hikes weaken retail demand for chocolate spreads and jams and preserves
Honey is the most dynamic performer in retail volume growth terms
Growth in foodservice volume sales stabilises but remains robust

PROSPECTS AND OPPORTUNITIES

Value-for-money packs and private label expected to gain ground in sweet spreads
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Cooking Ingredients and Meals in Croatia - Industry Overview

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