



Drinking Milk Products in Croatia

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Drinking milk products maintains positive sales, supported by higher prices of rising categories, while cow's milk remains a staple
Dukat maintains lead, while Vindija sees strongest growth thanks to innovative launches and environmental positioning
Supermarkets remain the most popular shops, thanks to convenience, affordability and a wide range of options

PROSPECTS AND OPPORTUNITIES

Ongoing positive sales expected, driven by both baseline demand and innovation in functional options
Health and wellness trends drive innovations in “better-for-you” products
Price caps on milk set to influence ongoing sales trends

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Dairy Products and Alternatives in Croatia - Industry Overview

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DISCLAIMER

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