Euromonitor International

Other Hot Drinks in Croatia

December 2025

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Other Hot Drinks in Croatia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising prices and demand for comfort-oriented drinks support value gains

INDUSTRY PERFORMANCE

Chocolate-based flavoured powder drinks remain the dominant category
Innovation in reduced sugar or fortified versions helps sustain demand

WHAT'S NEXT?

Volume growth limited by demographic decline and growing awareness of sugar
Advancements in production technology, product reformulation, and digital distribution

COMPETITIVE LANDSCAPE

Nesquik retains high household penetration thanks to its trusted image, consistent quality, and wide distribution
Dr Oetker benefits from strong brand trust and steady demand

CHANNELS

Consumers value supermarkets' wide assortments, promotions, and convenience
Forecourt retailers benefit from Sunday trading restrictions and improved product assortments

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Hot Drinks in Croatia - Industry Overview

EXECUTIVE SUMMARY

Hot drinks' cultural importance, adaptive product strategies, and resilient domestic producers ensure continued value expansion

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Rising prices and consumer frustration
Selective premiumisation persists, supported by tourism and functional innovation
Affordable sustainability emerges as an important trend
Coffee retains its central position in hot drinks

WHAT'S NEXT?

Price-driven value growth, with volumes remaining largely stable
Company activity will centre on cost management, technological advancement, and adaptive innovation
Gradual diversification of retail channels, reflecting Croatia's evolving shopping habits and tourism-driven demand

COMPETITIVE LANDSCAPE

Frank maintains its lead, supported by its strong heritage, diversified product portfolio, and continuous innovation
Local companies dominate, benefiting from trust, tradition, and adaptability

CHANNELS

Supermarkets lead with their wide product assortments, regular promotions, and accessibility
Sunday trading restrictions and tourism drive dynamic growth of forecourt retailers
E-commerce offers quick delivery and access to products not always available in physical stores
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of operations, their competitors, their geographic presence and performance.

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/other-hot-drinks-in-croatia/report.