

Breakfast Cereals in Croatia

November 2023

Table of Contents

Breakfast Cereals in Croatia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price rises continue in 2023 as retailers look to maintain high margins Increasingly busy lifestyles encourage on-the-go consumption, dampening demand for breakfast cereals Manufacturers use product innovation to set themselves apart

PROSPECTS AND OPPORTUNITIES

Large pack sizes will remain popular as consumers seek value for money Health and sustainability key Developments in sustainable packaging due to rising environmental concerns

CATEGORY DATA

Table 1 - Sales of Breakfast Cereals by Category: Volume 2018-2023
Table 2 - Sales of Breakfast Cereals by Category: Value 2018-2023
Table 3 - Sales of Breakfast Cereals by Category: % Volume Growth 2018-2023
Table 4 - Sales of Breakfast Cereals by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Breakfast Cereals: % Value 2019-2023
Table 6 - LBN Brand Shares of Breakfast Cereals by Format: % Value 2018-2023
Table 7 - Distribution of Breakfast Cereals by Category: Volume 2023-2028
Table 8 - Forecast Sales of Breakfast Cereals by Category: Value 2023-2028
Table 9 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2023-2028
Table 10 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2023-2028
Table 11 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2023-2028

Staple Foods in Croatia - Industry Overview

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture Key trends in 2023 Competitive Landscape Channel developments What next for staple foods?

MARKET DATA

Table 12 - Sales of Staple Foods by Category: Volume 2018-2023
Table 13 - Sales of Staple Foods by Category: Value 2018-2023
Table 14 - Sales of Staple Foods by Category: % Volume Growth 2018-2023
Table 15 - Sales of Staple Foods by Category: % Value Growth 2018-2023
Table 16 - NBO Company Shares of Staple Foods: % Value 2019-2023
Table 17 - LBN Brand Shares of Staple Foods: % Value 2019-2023
Table 18 - Penetration of Private Label by Category: % Value 2019-2023
Table 19 - Distribution of Staple Foods by Format: % Value 2018-2023
Table 20 - Forecast Sales of Staple Foods by Category: Volume 2023-2028
Table 21 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028
Table 22 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028
Table 23 - Forecast Sales of Staple Foods by Category: % Value Crowth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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