

# Wine in Croatia

June 2023

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## Wine in Croatia - Category analysis

## **KEY DATA FINDINGS**

## 2022 DEVELOPMENTS

Strong inflation drives increased demand for more affordable wines in 2022

Premiumisation trend grinds to a halt as disposable incomes shrink

Rising interest in local wines

## PROSPECTS AND OPPORTUNITIES

Volume growth supported by wine's fashionable image and its perception of being healthier than spirits

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