

Butter and Spreads in Croatia

October 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Butter and Spreads Summary

INDUSTRY PERFORMANCE

Zvijezda Drives Functional Spread Innovation Amid Price Caps

Chart 1 - Zvijezda's Functional Spreads with Immunity-Focused Omegol Imuno
Government Regulation and Wellness Shape Competition

Chart 2 - Value Sales 2021-2031

Chart 3 - Value Sales by Category 2026

WHAT'S NEXT?

Private Label Strengthens Pricing Power as Value Outpaces Volume

Butter Maintains Lead as Health-Focused Spreads Accelerate Growth

Retailers and Innovators Shift Focus to Functional Wellness Claims

Chart 4 - Forecast Value Sales 2021-2031

Chart 5 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Žito Acquisition Reinforces Leadership in a Concentrated Market

Functional Innovation and Scale Strengthen Leading Brands

Chart 6 - Company Shares 2026

Chart 7 - Brand Shares 2026

CHANNELS

Discounters Gain Share as Consumers Prioritise Value

Online Sales Grow Gradually through Staple Grocery Purchases

Chart 8 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 9 - Economic Context for Butter and Spreads

Chart 10 - Real Gdp Growth 2021-2031

Chart 11 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 12 - Consumer Context for Butter and Spreads

Chart 13 - Population 2021-2031

Chart 14 - Population by Generation 2026

Chart 15 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

Dairy Products and Alternatives in Croatia - Industry Overview

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Dairy Products and Alternatives

INDUSTRY PERFORMANCE

Dukat and Vindija Drive Premiumisation through Functional Innovation

Indulgence and Wellness Expand Consumption Occasions

Chart 17 - Z Bregov Protein Line Expands Functional Dairy into Mainstream Daily Consumption

Chart 18 - Value Sales 2021-2031

Chart 19 - Value Sales by Category 2026

WHAT'S NEXT?

Premiumisation Reshapes Consumer Spending Patterns

Chart 20 - Analyst Insight for Dairy Products and Alternatives

High-Protein Dairy and Premium Cheese Sustain Leading Positions

Plant-Based Launches Spur Innovation as Wellness Trends Accelerate

Chart 21 - Forecast Value Sales 2021-2031

Chart 22 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Dukat and Vindija Reinforce Leadership through Portfolio Breadth and Innovation

Chart 23 - Dukat Boost Combines Chocolate Milk Indulgence with Guarana Energy Positioning

Chart 24 - Company Shares 2026

Chart 25 - Brand Shares 2026

CHANNELS

Supermarkets Lead as Discounters Strengthen Their Position

E-Commerce Expands through Premium and Specialised Products

Chart 26 - Retail Channels 2021-2026

PRODUCTS

Functional Nutrition Broadens Dairy's Role in Everyday Life

Dukat Boost and Z Bregov Protein Showcase Value-Added Innovation

Innovation Drives Differentiation and Premium Value Creation

ECONOMIC CONTEXT

Chart 27 - Economic Context for Dairy Products and Alternatives

Chart 28 - Real Gdp Growth 2021-2031

Chart 29 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 30 - Consumer Context for Dairy Products and Alternatives

Chart 31 - Population 2021-2031

Chart 32 - Population by Generation 2026

Chart 33 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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/butter-and-spreads-in-croatia/report.