

# Processed Meat, Seafood and Alternatives To Meat in Croatia

November 2023

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

High cost of packaged products encourages shift to unpackaged chilled meat  
Difficult economic climate benefits private label and discounters in 2023  
Chilled meat and seafood substitutes' strength continues due to health concerns

### PROSPECTS AND OPPORTUNITIES

Stable prices and promotions to support future growth  
Processed seafood to benefit from hectic lifestyles and rising demand for convenience  
Strong growth of plant-based alternatives due to a rising number of vegans and vegetarians

### CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2018-2023  
Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2018-2023  
Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2018-2023  
Table 4 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2018-2023  
Table 5 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2019-2023  
Table 6 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2023  
Table 7 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2018-2023  
Table 8 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2023-2028  
Table 9 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 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 10 - Sales of Staple Foods by Category: Volume 2018-2023  
Table 11 - Sales of Staple Foods by Category: Value 2018-2023  
Table 12 - Sales of Staple Foods by Category: % Volume Growth 2018-2023  
Table 13 - Sales of Staple Foods by Category: % Value Growth 2018-2023  
Table 14 - NBO Company Shares of Staple Foods: % Value 2019-2023  
Table 15 - LBN Brand Shares of Staple Foods: % Value 2020-2023  
Table 16 - Penetration of Private Label by Category: % Value 2019-2023  
Table 17 - Distribution of Staple Foods by Format: % Value 2018-2023  
Table 18 - Forecast Sales of Staple Foods by Category: Volume 2023-2028  
Table 19 - Forecast Sales of Staple Foods by Category: Value 2023-2028  
Table 20 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028  
Table 21 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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