

Weight Management and Wellbeing in Croatia

September 2022

Table of Contents

Weight Management and Wellbeing in Croatia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Desire to lose weight grows post-pandemic
Meal replacements capture consumer interest as the most credible weight loss option
Poorer eating habits now driving demand for weight management products

PROSPECTS AND OPPORTUNITIES

Strong growth opportunities as health issues rise
Affordability will be a limitation as disposable incomes are squeezed
Pricing strategies will become more challenging as grocery retailers gain share

CATEGORY DATA

Table 1 - Sales of Weight Management and Wellbeing by Category: Value 2017-2022
Table 2 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2017-2022
Table 3 - NBO Company Shares of Weight Management and Wellbeing: % Value 2018-2022
Table 4 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2019-2022
Table 5 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2022-2027
Table 6 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2022-2027

Consumer Health in Croatia - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2017-2022
Table 8 - Life Expectancy at Birth 2017-2022

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2017-2022
Table 10 - Sales of Consumer Health by Category: % Value Growth 2017-2022
Table 11 - NBO Company Shares of Consumer Health: % Value 2018-2022
Table 12 - LBN Brand Shares of Consumer Health: % Value 2019-2022
Table 13 - Penetration of Private Label by Category: % Value 2017-2022
Table 14 - Distribution of Consumer Health by Format: % Value 2017-2022
Table 15 - Distribution of Consumer Health by Format and Category: % Value 2022
Table 16 - Forecast Sales of Consumer Health by Category: Value 2022-2027
Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2022-2027

APPENDIX

OTC registration and classification
Vitamins and dietary supplements registration and classification
Self-medication/self-care and preventive medicine
Switches

DISCLAIMER

DEFINITIONS

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/weight-management-and-wellbeing-in-croatia/report.