

# Spirits in Croatia

June 2024

**Table of Contents** 

## Spirits in Croatia - Category analysis

### **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Rising frequency of spirits consumption

Changing attitudes amongst youth

Rebranding of domestic spirits

## PROSPECTS AND OPPORTUNITIES

Continued popularity of English Gin

Premiumisation of spirits amidst economic challenges

Evolving preferences for rakija

### **CATEGORY DATA**

Table 1 - Sales of Spirits by Category: Total Volume 2018-2023

Table 2 - Sales of Spirits by Category: Total Value 2018-2023

Table 3 - Sales of Spirits by Category: % Total Volume Growth 2018-2023

Table 4 - Sales of Spirits by Category: % Total Value Growth 2018-2023

Table 5 - Sales of Spirits by Off-trade vs On-trade: Volume 2018-2023

Table 6 - Sales of Spirits by Off-trade vs On-trade: Value 2018-2023

Table 7 - Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 8 - Sales of Spirits by Off-trade vs On-trade: % Value Growth 2018-2023

Table 9 - GBO Company Shares of Spirits: % Total Volume 2019-2023

Table 10 - NBO Company Shares of Spirits: % Total Volume 2019-2023

Table 11 - LBN Brand Shares of Spirits: % Total Volume 2019-2023

Table 12 - Forecast Sales of Spirits by Category: Total Volume 2023-2028

Table 13 - Forecast Sales of Spirits by Category: Total Value 2023-2028

Table 14 - Forecast Sales of Spirits by Category: % Total Volume Growth 2023-2028

Table 15 - Forecast Sales of Spirits by Category: % Total Value Growth 2023-2028

# Alcoholic Drinks in Croatia - Industry Overview

# EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

# MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

## TAXATION AND DUTY LEVIES

Summary 1 - Taxation and Duty Levies on Alcoholic Drinks 2023

# OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

### KEY NEW PRODUCT LAUNCHES

Outlook

### MARKET INDICATORS

Table 16 - Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

### MARKET DATA

- Table 17 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023
- Table 18 Sales of Alcoholic Drinks by Category: Total Value 2018-2023
- Table 19 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023
- Table 20 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023
- Table 21 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023
- Table 22 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023
- Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023
- Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023
- Table 25 GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023
- Table 26 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023
- Table 27 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023
- Table 28 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028
- Table 29 Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028
- Table 30 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028
- Table 31 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

## **DISCLAIMER**

## **SOURCES**

Summary 2 - 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/spirits-in-croatia/report.