

# Processed Meat, Seafood and Alternatives To Meat in Croatia

November 2023

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## Processed Meat, Seafood and Alternatives To Meat in Croatia - Category analysis

### 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

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