

Croatia Beverage Industry Market 2017 – By Analyzing the Performance of Various Competitors

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WiseGuyReports published new report, titled "Croatia Beverage Industry"

Summary

Croatia Quarterly Beverage Tracker Q3-17 covering soft drinks, dairy drinks, hot drinks and alcoholic drinks is an essential tool for keeping up-to-date with the latest industry performance and developments on a quarterly basis, covering:

- Top line consumption volumes for Q3-2017 vs Q3-2016, moving annual totals (MAT), full year 2016 provisional data and 2017 forecasts for all beverage categories.
- Carbonates consumption data for Q3-2017 vs Q3-2016, moving annual totals (MAT), full year 2016 provisional data and 2017 forecasts split by regular vs low calorie, and key flavor.
- An economic mood indicator with an at a glance assessment of industry confidence levels, private label performance vs brands and price trends.
- Insightful and valuable analysis of the drivers behind the latest quarterly trends and assumptions for full year 2017.

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Scope

- Great summer weather and an excellent tourist season pushed soft drinks and alcoholic drinks into positive territory; however, domestic consumption remained at modest levels
- Beautiful weather conditions throughout the quarter; all three summer months enjoyed above



average temperatures and many sunny days

- Agrokor crisis downgraded the success of big categories with beer having recorded only modest growth and dairy drinks having declined. Despite this, the soft drinks market recorded excellent growth rates
- Premium categories, small in volume, both alcoholic and non-alcoholic, showed lively growth rates as a result of above average tourist consumption

Key points

- Gain an in-depth understanding of the most up-to-date trends in the Croatia beverage industry to support and enhance your strategic planning.
- Investigate the latest quarterly and emerging annual trends in Croatia to back your marketing initiatives.
- Analyze the latest beverage category 2017 forecast projections to make well-informed decisions on the outlook in the marketplace for your company.
- View a selection of the key quarterly new soft drinks product launches and identify competitor activity.
- Access a quarterly Special Focus on a current industry 'hot topic' offering qualitative insight from local consultants to determine opportunities for product innovation.

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Norah Trent

WiseGuy Research Consultants Pvt. Ltd.

+1 646 845 9349 / +44 208 133 9349

[email us here](#)

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