



Euromonitor
International

Sauces, Dips and Condiments in Croatia

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Sauces, Dips and Condiments in Croatia - Category analysis

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2025 DEVELOPMENTS

More stable pricing with growth supported by innovation

INDUSTRY PERFORMANCE

Promotional intensity limits value upside as innovation broadens the offer

Mustard emerges as the most dynamic growth contributor in 2025

WHAT'S NEXT?

Steady, innovation-led growth expected as pricing stabilises and quality improves

Health and wellness trends centre on simpler, cleaner formulations

Processing and packaging upgrades transform production efficiency and sustainability

COMPETITIVE LANDSCAPE

Zvijezda consolidates leadership through portfolio strength and disciplined pricing

Podravka delivers fastest growth on innovation and capacity expansion

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Cooking Ingredients and Meals in Croatia - Industry Overview

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Sales benefit from unit price stabilisation

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Trade dynamics and input volatility shape the competitive landscape

Tourism boosts shelf-stable meals and convenience lines

Quality control and provenance gain importance

WHAT'S NEXT?

Steady growth outlook led by sauces, meals and convenience innovation

Domestic production investments reinforce competitiveness

Modern retail and digital fulfilment drive future channel dynamics

COMPETITIVE LANDSCAPE

Podravka consolidates leadership through investment and innovation

Fortenova Grupa drives fastest growth through pricing strategy and brand agility

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