



**Euromonitor
International**

Breakfast Cereals in Croatia

November 2025

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Breakfast Cereals in Croatia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising demand for healthy and indulgent options

INDUSTRY PERFORMANCE

Food inflation and higher production costs drive value growth in 2025

Rising interest in less processed, natural breakfast options

WHAT'S NEXT?

Innovation, health-oriented positioning, and improved distribution support ongoing demand

Health and wellness trend is encouraging reformulation, product innovation, and the emergence of less processed alternatives

Sustainability to strengthen through to 2030

COMPETITIVE LANDSCAPE

Nestlé maintains its leadership through effective brand management and continued consumer engagement

Polarisation: strong performance of both affordable, everyday products and healthier, functionally positioned alternatives

CHANNELS

Inflation keeps consumers focused on price and value

E-commerce's expansion driven by the increasing availability of online grocery platforms

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Staple Foods in Croatia - Industry Overview

EXECUTIVE SUMMARY

Moderate growth supported by stable demand, health-oriented innovation, and local supply development

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Private label expansion as economic pressure persists

High global sugar and cocoa prices present challenges for sweet staples

Health and sustainability trends advance

WHAT'S NEXT?

Stable demand, tourism growth and a gradual recovery of purchasing power ensure steady growth

Companies focus on efficiency, innovation, and credibility

Supermarkets and discounters to maintain their dominance

COMPETITIVE LANDSCAPE

Fortenova remained the undisputed leader, combining scale, brand recognition, and distribution strength
Delta Holding SA's strong growth fuelled by its healthy positioning, improved store visibility and affordable pricing
Strong preference for Croatian products

CHANNELS

Supermarkets lead, expanding their private label ranges and strengthening their image as price-conscious, consumer-oriented retailers
E-commerce expansion as major supermarket chains invest in improving digital platforms, delivery logistics, and integration between online and offline promotions
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