



Juice in Croatia

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Improved affordability and effective promotions support growth

INDUSTRY PERFORMANCE

Government and manufacturers help maintain demand in 2025

Nectars benefit from their mid-priced positioning

WHAT'S NEXT?

Moderate growth underpinned by the resilience of nectars and juice drinks

Digital and technological advancements play a defining role

Sustainability: a central focus for both companies and consumers

COMPETITIVE LANDSCAPE

Stanic strengthens its lead in juice in 2025

Maraska benefits from a revitalised product portfolio and stronger focus on traditional Croatian flavours

CHANNELS

Supermarkets' lead supported by their extensive product ranges and competitive pricing

Direct selling dynamism as consumers show growing interest in locally produced and more natural juices

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EXECUTIVE SUMMARY

Steady expansion, with rising demand in several key categories

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Innovation is faster, riskier, and more culturally embedded

Affordability reshapes competitive dynamics

Functional beverages and health benefits drive premium growth

WHAT'S NEXT?

Volume growth driven by tourism, lifestyle shifts, and continuous innovation

Both local and international producers adapt to a mature yet steadily expanding environment

Distribution to become more diversified and digitally connected

COMPETITIVE LANDSCAPE

Through a balance of tradition, innovation, and premiumisation, Jamnica secures its leading position

Diversification and functional product development drive growth of Vindija

Soft drinks becomes more competitive and diversified

CHANNELS

Supermarkets maintain their clear lead, combining scale, variety, and promotional power

Accelerating shift toward digital convenience and hybrid shopping habits

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