



# Sports Drinks in Croatia

December 2025

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## Sports Drinks in Croatia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Sports drinks have broadened their appeal well beyond professional athletes and fitness enthusiasts

#### INDUSTRY PERFORMANCE

Sports drinks gain traction both as performance and everyday refreshment beverages

#### WHAT'S NEXT?

Dynamic growth supported by sustained interest in active lifestyles, functional hydration, and health-oriented consumption

Technological versatility and cross-category innovation enables breweries to reshape the sports drinks landscape

Shift toward low-calorie, natural, and fortified options

#### COMPETITIVE LANDSCAPE

Exceptional success of Hydra Iso ensures top spot for Zagrebacka Pivovara

Oshee Isotonic Drink resonates with consumers seeking affordable performance beverages with a health-oriented image

#### CHANNELS

Fitness centres and specialised sports retailers benefit from offering immediate accessibility

Consumers increasingly purchase sports drinks immediately before or after workouts

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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  
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