



**Euromonitor
International**

Butter and Spreads in Croatia

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Positive value sales supported by high prices, while volume is flat
Zvijezda maintains lead thanks to strong portfolio in margarine and spreads, and despite industry disruptions
Supermarkets maintain lead, driven by broad assortment of products and competitive pricing

PROSPECTS AND OPPORTUNITIES

Modest growth expected due to various constraints and challenges
Health and wellness trends shape developments in butter and spreads
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Dairy Products and Alternatives in Croatia - Industry Overview

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DISCLAIMER

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