



Euromonitor
International

Rtds in Croatia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Healthy volume growth in 2024
Badel 1862 continues to dominate
Discounters gain among grocery retailers

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Further development in local brands with local ingredients
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Alcoholic Drinks in Croatia - Industry Overview

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On-trade vs off-trade split
What next for alcoholic drinks?

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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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Contraband/parallel trade

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DISCLAIMER

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