



Edible Oils in Croatia

November 2025

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Edible Oils in Croatia - Category analysis

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2025 DEVELOPMENTS

Health and provenance key factors for consumers

INDUSTRY PERFORMANCE

Olive oil retains premium leadership despite easing prices

WHAT'S NEXT?

Steady value gains expected as pricing stabilises and local capacity strengthens

Health and wellness continue to define consumer priorities

Policy measures and origin protection reinforce stability and trust

COMPETITIVE LANDSCAPE

Zvijezda consolidates leadership through scale, pricing and wellness positioning

Fortenova Grupa emerges as the most dynamic player through private label expansion

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Supermarkets dominate as price, range and convenience align

E-commerce gains traction as producers and tourists drive online repeat sales

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INDUSTRY PERFORMANCE

Trade dynamics and input volatility shape the competitive landscape

Tourism boosts shelf-stable meals and convenience lines

Quality control and provenance gain importance

WHAT'S NEXT?

Steady growth outlook led by sauces, meals and convenience innovation

Domestic production investments reinforce competitiveness

Modern retail and digital fulfilment drive future channel dynamics

COMPETITIVE LANDSCAPE

Podravka consolidates leadership through investment and innovation

Fortenova Grupa drives fastest growth through pricing strategy and brand agility

Private label performance remains mixed but strategically important

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