



**Euromonitor
International**

Meals and Soups in Croatia

November 2025

Table of Contents

Meals and Soups in Croatia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Demand for convenient products with a long shelf-life benefits sales

INDUSTRY PERFORMANCE

Broader convenience trend and upgraded formulations drive category expansion

Shelf-stable ready meals set the pace for value growth

WHAT'S NEXT?

Stable expansion expected as convenience, health and tourism continue to reinforce demand

Health and wellness continue to shape product innovation and consumer preferences

Digitalisation and smart manufacturing to accelerate innovation cycles

COMPETITIVE LANDSCAPE

Podravka strengthens leadership through breadth, innovation and digital engagement

Lidl Hrvatska gains share through price leadership and tourist familiarity

CHANNELS

Supermarkets dominate as range depth and accessibility drive value share

Online retail gains momentum as pantry formats suit delivery and reordering

CATEGORY DATA

Table 1 - Sales of Meals and Soups by Category: Volume 2020-2025

Table 2 - Sales of Meals and Soups by Category: Value 2020-2025

Table 3 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

Table 4 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 6 - LBN Brand Shares of Meals and Soups: % Value 2022-2025

Table 7 - Distribution of Meals and Soups by Format: % Value 2020-2025

Table 8 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 9 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 10 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

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Cooking Ingredients and Meals in Croatia - Industry Overview

EXECUTIVE SUMMARY

Sales benefit from unit price stabilisation

KEY DATA FINDINGS

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

CHANNELS

Supermarkets consolidate leadership through range, promotions and tourist reach
E-commerce accelerates as digital habits deepen
Retail outperforms foodservice as at-home and tourist consumption dominate

MARKET DATA

Table 12 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025
Table 13 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025
Table 14 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025
Table 15 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025
Table 16 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025
Table 17 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025
Table 18 - Penetration of Private Label by Category: % Value 2020-2025
Table 19 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025
Table 20 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030
Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030
Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030
Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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