# BEER MARKET IN CROATIA – EXECUTIVE SUMMARY

Croatia is both a beer- and a wine-drinking culture. Spirits, too, but these are mainly variations on [*rakija*](https://theculturetrip.com/europe/croatia/articles/whats-with-croatias-obsession-with-rakija/), clear brandy created from various fruits, nuts, even mistletoe. You also find vodka, whisky, brandy and major types of strong alcohol in most bars.

Alcohol drinking in Croatia is a socially accepted behaviour, and society has a high tolerance for drinking alcohol as a cultural pattern and an accepted style of behaviour deeply rooted in tradition. In its continental part, Croatia belongs to the pattern of drinking of Eastern and Central European peoples by drinking alcoholic beverages, while in the coastal areas, it belongs to the Mediterranean pattern, dominated by wine drinking, but with beer being
the general order of the day.

The leading domestic brands Ožujsko and Karlovačko – light lagers, little wrong with them – are now being overshadowed by a flood of craft beers. Every main town will now have some kind of craft beer bar, or at least a selection of craft beers such as those from the Garden Brewery, Istrian San Servolo and Zagreb’s Zmajska.

As such, bars will have beer on tap, but many locals prefer to order from the bottle.[[1]](#footnote-1)

Although a small country, Croatia is one of Europe’s top beer consumers, with 87 litres of beer per person yearly, which puts it in 8th place on the scale of overall beer consumption in European countries.

At the moment, there are 92 breweries/micro-breweries existing on the Croatian market that consistently produce around 3 million hectoliters of beer each year. In 2019 the profit from beer export was 253,2 million kunas (around 33,3 million euros), with industrial breweries holding 85,36% of market shares, small independent breweries 11,47% and craft breweries 3,18%.

This study offers an in-depth look into the Croatian beer market – detailed statistics on beer production, consumption and market shares between the industrial producers and newly formed craft breweries.

The reader will find all necessary information regarding the economic overview of the brewing sector in Croatia, government revenues issued from beer sales and the prognosis of the market’s development as affected by the Covid-19 crisis.

Finally, this study makes available the contacts from all the major Croatian beer producers, distributors and importers.

For further information, or if you wish to obtain the whole study, please contact us directly on zagreb@hub.brussels

1. <https://theculturetrip.com/europe/croatia/articles/a-guide-to-drinking-etiquette-in-croatia/> [↑](#footnote-ref-1)