# CROATIA BEVERAGES MARKET – EXECUTIVE SUMMARY

The beverage industry consists of two major categories and eight sub-groups. The non-alcoholic category consists of soft drink syrup manufacturing, soft drink, water bottling and canning, fruit juices bottling, canning and boxing, coffee and tea industries. Alcoholic beverage categories include distilled spirits, wine and brewing.

The paper starts with a general overview which will help you to have a precise idea of Croatia. You will find general figures about Croatia, an economic overview and the structure of household expenditures.

The second part of the paper discusses the beverage market figures in Croatia. The food and beverage production sector is one of the most important industrial sectors in Croatia. We take a closer look at the beverage production, earnings per employee and the export/import activity of the beverage industry in Croatia.

The following section focuses on regulations. This section presents an overview of the labelling requirements, quality labels (The Croatian Quality label and The Croatian Creation label) and taxes in Croatia.

The fourth part will give a closer examination of the leading companies in the beverage industry. The leading domestic brands are Jamnica d.d., Zagrebacka pivovara d.o.o. and Coca-Cola HBC Hrvatska d.o.o. This is followed by the analysis of the two categories non-alcoholic beverages and alcoholic beverages. The non-alcoholic beverages are divided into stimulating beverages (coffee and tea) and refreshing beverages (water, syrups, soft drinks and juice producers). Alcoholic beverages are divided into beer, wine and spirits. In every case, we added the most representative companies specialized in production or distribution.

The fifth part is about award-winning beverages in Croatia.

The reader will find all the necessary information regarding the prognosis of the market’s development as affected by the Covid-19 crisis. This is done in the following section.

Finally, this study makes available contacts from all the major Croatian supermarkets.

For further information, or if you wish to obtain the whole study, please contact us directly on [zagreb@hub.brussels](mailto:zagreb@hub.brussels).