



Euromonitor
International

RTD Coffee in Croatia

December 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising seasonal demand and innovation drive growth

INDUSTRY PERFORMANCE

RTD coffee is still in its early adoption phase

WHAT'S NEXT?

Rosy outlook over the forecast period

Advancements in production, distribution, and digital engagement position RTD coffee as a modern, lifestyle-driven category

COMPETITIVE LANDSCAPE

Ennstal Milch leads, providing a reliable, high-quality, and indulgent product

Franck is the most dynamic player, bridging its heritage with modern trends

CHANNELS

Combined dominance of small local grocers and forecourt retailers as the market is heavily driven by on-the-go consumption

Vending benefits from consumers increasingly seeking convenient, on-the-go coffee

CATEGORY DATA

- Table 1 - Off-trade Sales of RTD Coffee: Volume 2020-2025
- Table 2 - Off-trade Sales of RTD Coffee: Value 2020-2025
- Table 3 - Off-trade Sales of RTD Coffee: % Volume Growth 2020-2025
- Table 4 - Off-trade Sales of RTD Coffee: % Value Growth 2020-2025
- Table 5 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2021-2025
- Table 6 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2022-2025
- Table 7 - NBO Company Shares of Off-trade RTD Coffee: % Value 2021-2025
- Table 8 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2022-2025
- Table 9 - Forecast Off-trade Sales of RTD Coffee: Volume 2025-2030
- Table 10 - Forecast Off-trade Sales of RTD Coffee: Value 2025-2030
- Table 11 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2025-2030
- Table 12 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2025-2030

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Soft Drinks in Croatia - Industry Overview

EXECUTIVE SUMMARY

Steady expansion, with rising demand in several key categories

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Innovation is faster, riskier, and more culturally embedded

Affordability reshapes competitive dynamics

Functional beverages and health benefits drive premium growth

WHAT'S NEXT?

Volume growth driven by tourism, lifestyle shifts, and continuous innovation

Both local and international producers adapt to a mature yet steadily expanding environment

Distribution to become more diversified and digitally connected

COMPETITIVE LANDSCAPE

Through a balance of tradition, innovation, and premiumisation, Jamnica secures its leading position
Diversification and functional product development drive growth of Vindija
Soft drinks becomes more competitive and diversified

CHANNELS

Supermarkets maintain their clear lead, combining scale, variety, and promotional power
Accelerating shift toward digital convenience and hybrid shopping habits
Foodservice vs retail split

MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025
Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025
Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025
Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025
Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025
Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025
Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025
Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025
Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025
Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025
Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025
Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025
Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025
Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025
Table 27 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025
Table 28 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025
Table 29 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025
Table 30 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025
Table 31 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025
Table 32 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025
Table 33 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025
Table 34 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025
Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030
Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030
Table 37 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030
Table 38 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030
Table 39 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030
Table 40 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030
Table 41 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030
Table 42 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030
Table 43 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030
Table 44 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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