

Other Dairy in Croatia

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Other dairy maintains a stable and positive trajectory thanks to catering to indulgence and convenience

Dukat maintains its strong lead thanks to robust consumer loyalty, while private labels benefit from being low-cost, good-quality options

Supermarkets remain the most popular sales outlets for other dairy

PROSPECTS AND OPPORTUNITIES

Ongoing positive sales for other dairy, supported by offering products to suit both everyday usage and indulgent consumption

Health trends continue to emerge in other dairy, from probiotics to protein fortification

Brands will increasingly use social media to promote their products

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DISCLAIMER

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