



Euromonitor
International

Sports Drinks in Croatia

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Sports Drinks in Croatia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sports drinks have broadened their appeal well beyond professional athletes and fitness enthusiasts

INDUSTRY PERFORMANCE

Sports drinks gain traction both as performance and everyday refreshment beverages

WHAT'S NEXT?

Dynamic growth supported by sustained interest in active lifestyles, functional hydration, and health-oriented consumption

Technological versatility and cross-category innovation enables breweries to reshape the sports drinks landscape

Shift toward low-calorie, natural, and fortified options

COMPETITIVE LANDSCAPE

Exceptional success of Hydra Iso ensures top spot for Zagrebacka Pivovara

Oshee Isotonic Drink resonates with consumers seeking affordable performance beverages with a health-oriented image

CHANNELS

Fitness centres and specialised sports retailers benefit from offering immediate accessibility

Consumers increasingly purchase sports drinks immediately before or after workouts

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EXECUTIVE SUMMARY

Steady expansion, with rising demand in several key categories

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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

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Supermarkets maintain their clear lead, combining scale, variety, and promotional power

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