



Plant-Based Dairy in Croatia

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Plant-based dairy maintains healthy sales, despite some challenges to the category

Alpro maintains lead thanks to brand recognition, while Boom Box and Dar enjoy strong growth

Supermarkets maintain strongest sales, with hypermarkets and convenience stores also popular

PROSPECTS AND OPPORTUNITIES

Great growth potential remaining for other dairy as the category develops further

Health, wellness, and eco-conscious trends are key drivers for innovation and adoption

Plant-based cheese expected to become more established over the coming years

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DISCLAIMER

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