



Spirits in Croatia

June 2023

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Spirits in Croatia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Low unit price growth of spirits appeals to price-sensitive consumers

No interest in non-alcoholic spirits

Slow year for innovation as players adopt a prudent approach

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Excise tax rise expected in 2024 or 2025

Ket trend: drinking less but higher quality spirits

Tourism will support on-trade consumption of spirits

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Legal purchasing age and legal drinking age

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Advertising

Smoking ban

Opening hours

On-trade establishments

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DISCLAIMER

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