

Meals and Soups in Croatia

November 2023

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Meals and Soups in Croatia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Busier lifestyles and inward migration boost ready meals consumption
Prepared salads benefits from growing adoption of healthier eating habits
Preference for home-made soup continues to limit demand for packaged varieties

PROSPECTS AND OPPORTUNITIES

Cheaper and more economical products expected to gain ground in ready meals
Prepared salads will remain the most dynamic performer in retail volume terms
Soup could profit from food stockpiling amidst ongoing uncertainty

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