

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT
POLICY

Voluntary Public

Date: 2/8/2012

GAIN Report Number: HR1203

Croatia

Post: Zagreb

Fruit and Vegetable Juice

Report Categories:

Product Brief

Approved By:

James Dever

Prepared By:

Andreja Misir

Report Highlights:

Croatia imports about \$20 million in fruit and vegetable juices annually, mainly orange and apple juices. Currently, the United States exports negligible amounts of juice to Croatia although there is a potential to expand exports of high quality orange juice.

General Information:

According to Croatian Bureau of Statistics, Croatians consumed 17 liters of fruit and vegetable juices and 4.1 liters of syrups and concentrates used for beverage preparation per capita in 2010. Euromonitor International lists some of the following trends:

- Nectars (25-99% juice) are the leading category of fruit/vegetable juice with 53% sales volume and 57% current sales value.
- Juice drinks (up to 24% juice) form the second largest category, with 31% of sales volume and 20% sales value. 100% juice enjoys 14% volume and 23% of total sales value.
- Trends in flavors are divided among the most popular orange, apple, and pineapple juices on one hand and exotic flavors such as mango, maracuja, and aronia on the other.

Import/Export Statistics

Croatia's fruit and vegetable juice imports vary between \$16 and \$27 million annually. Imports come mostly from Netherlands, Germany, Austria, Israel, Slovenia, Brazil, and Hungary. China also has entered the market, exporting \$1.7 million of apple juice to Croatia during the first 11 months of 2011. Orange juice and apple juice are the most imported types of juice on the Croatian market. Currently, the United States exports negligible amounts of juice to Croatia although there is a potential to expand exports of high quality orange juice. Croatian exports of fruit and vegetable juices range from \$1.2 million to \$3.4 million.

Table 1: Import of Fruit and Vegetable Juices per Product Type

Croatia Import Statistics From World				
Commodity: Fruit & Vegetable Juices, Group 21 (2007)				
Calendar Year: 2008 - 2010				
Commodity	Description	United States Dollars		
		2008	2009	2010
Fruit & Vegetable Juices	Group 21 (2007)	26,753,495	18,381,708	16,361,941
200980	Juice Of Any Single Fruit/Vegetable Unfermented Nesoi	5,628,165	4,276,997	3,539,817
200919	Orange Juice, Other Than Frozen, Sweetened Or Not	4,479,664	2,956,810	3,309,607
200911	Orange Juice, Frozen, Sweetened Or Not	3,969,838	3,363,580	2,202,863
200979	Apple Juice, Nesoi, Nt Fortified W Vitamins, Unferm	3,857,875	1,540,640	1,950,207
200990	Mixtures Of Fruit And/Or Vegetable Juices	2,814,845	1,545,310	1,318,031
200949	Pineapple Juice, Nt Fort., Unfermnt, Nesoi	1,277,056	1,081,048	1,196,740
200971	Apple Juice Of A Brix Value <=20, Nt Fort W Vitamin	1,751,427	1,373,389	1,161,396
200912	Orange Juice, Not Frozen, Of A Brix Value Not Ov 20	1,248,094	794,736	674,489
200950	Tomato Juice (Dry Weight Content Less Than 7%)	250,849	287,610	223,794
200939	Juice Of Other Single Citrus Fruit, Nt Fort, Nesoi	359,479	342,502	214,290
200941	Pineapple Juice Of Brix Value	520,252	314,636	212,457
200969	Grape Juice, Nesoi, Nt Fortified With	182,497	150,866	111,868

	Vitamins/Min			
200929	Grapefruit Juice, Nesoi, Nt Fortorified W Vitamins	194,381	167,659	81,420
200931	Juice Of 1 Citrus Fruit, Brix Value <=20, Nt Fortf	64,374	44,088	73,917
200921	Grapefruit Juice, Brix Value <=20, Nt Fort W Vitamin	127,408	115,547	56,798
200961	Grape Juice Of A Brix Value <= 20, Nt Fort W/Vitam	27,291	26,290	34,247

Source: Global Trade Atlas

Tariffs and VAT

The value added tax (VAT) on all products is 23% at present and is expected to rise to 25% in March this year.

The most recent tariff rates can be found at:

<http://www.carina.hr/ActInternet/MainFrame/AplMainFrame.aspx>

Key Contacts and Further Information

A list of Croatian importers is available to U.S. exporters and can be obtained by contacting:

Andreja Misir, Agricultural Specialist,
 USDA/FAS Embassy of United States of America
 Thomas Jefferson 2 10010 Buzin, Novi Zagreb,
 Croatia andreja.misir@usda.gov
 Tel. +385 (1) 661 2467, Cell. +385 (1) 455 2365
 Fax. +385 (1) 665 8950