

Retail E-Commerce in Croatia

Market Direction | 2023-05-19 | 18 pages | Euromonitor

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Report description:

E-commerce continued to gain significant value share in 2022 as part of the ongoing development of this category. Many consumers sought out cheaper prices online as the cost of living crisis hit many Croatian households. On balance, Croatia is seeing one of the strongest growth rates for e-commerce in the EU with domestic e-commerce growing ahead of foreign e-commerce. There were several reasons for this. Croatian consumers like to support local companies and in addition, local companies are muc...

Euromonitor International's Retail E-Commerce in Croatia report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Retail E-Commerce by Product, Retail E-Commerce by Type.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Retail E-Commerce market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Table of Contents:

Retail E-Commerce in Croatia
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List Of Contents And Tables

RETAIL E-COMMERCE IN CROATIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

E-commerce records another record year of value growth

Food and drink is the most dynamic product category in e-commerce

Tommy competes with Konzum in online space

PROSPECTS AND OPPORTUNITIES

Healthy growth prospects as e-commerce is still in development stage

Higher e-commerce adoption will bring higher consumer expectations

Added bureaucracy could hamper growth

CHANNEL DATA

Table 1 Retail E-Commerce by Product: Value 2017-2022

Table 2 Retail E-Commerce by Product: % Value Growth 2017-2022

Table 3 Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 4 Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 5 Forecast Retail E-Commerce by Product: Value 2022-2027

Table 6 Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

RETAIL IN CROATIA

EXECUTIVE SUMMARY

Retail in 2022: The big picture

Informal retail

What next for retail?

MARKET DATA

Table 7 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 9 Sales in Retail Offline by Channel: Value 2017-2022

Table 10 Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 11 Retail Offline Outlets by Channel: Units 2017-2022

Table 12 Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 13 Retail GBO Company Shares: % Value 2018-2022

Table 14 Retail GBN Brand Shares: % Value 2019-2022

Table 15 Retail Offline GBO Company Shares: % Value 2018-2022

Table 16 □Retail Offline GBN Brand Shares: % Value 2019-2022

Table 17 □Retail Offline LBN Brand Shares: Outlets 2019-2022

Table 18 □Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 19 □Retail E-Commerce GBN Brand Shares: % Value 2019-2022

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Table 20 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027

Table 21 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027

Table 22 □Forecast Sales in Retail Offline by Channel: Value 2022-2027

Table 23 □Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

Table 24 □Forecast Retail Offline Outlets by Channel: Units 2022-2027

Table 25 □Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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