

Croatia Retail Report Q1 2016

<https://marketpublishers.com/r/CA20F50A016EN.html>

Date: January 2016

Pages: 64

Price: US\$ 1,295.00 (Single User License)

ID: CA20F50A016EN

Abstracts

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BMI View: Croatia's economy has finally emerged from a six-year long recession; however, economic conditions have yet to fully recover.

Retailers should only expect to see significant improvements during the second half of our forecast period.

The country continues to struggle with high levels of unemployment and relatively lacklustre economic growth and this will ensure that opportunities remain somewhat limited.

Despite this, Croatia is still home to numerous retail expansion and consolidation opportunities in the long term.

Croatia's economy is on the road to recovery.

Having contracted for six consecutive years, the country's real GDP is on track to post 0.3% growth in 2015 and we forecast this to improve to 1.0% by 2016, the first signs of growth during its membership within the EU.

While more reassuring expansion is projected for the rest of the forecast period, Croatia will have to grapple with major structural economic problems in order for the retail industry to expand.

The high levels of unemployment remain perhaps one of the biggest hurdles for the retail industry.

The rate stands at 17.0% (rising to as many as 45.0% for young people).

As a result, real household incomes have stagnated, with many young people depending either on the state or on their parents for income.

Young adults are typically a lucrative market segment for retailers, however in Croatia, this demographic group offer limited opportunities for sales growth.

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