

Croatia Retail Report Q2 2016

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Abstracts

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BMI View: While Croatia's economy is finally emerging from a six-year long recession, the recovery remains slow and fragile. The country's dire fiscal situation, high unemployment rate, and elevated political instability will limit opportunities in the retail sector over the coming year. That said, rising tourist arrivals? setting a new record in 2015, indicate a brightening medium-term outlook.

Key Views & Developments

Croatia's retail sales continued rising for the fourth consecutive month in December 2015, according to the Croatian Bureau of Statistics. Retail trade value (in local currency terms) increased by 0.9% in December 2015, which was a similar figure recorded in November 1.0%.

UK-based retailer Debenhams expects open a 2,500 square meter store in Westgate Shopping City shopping centre in Zagreb. The launch is planned for September 2016.

According to Croatia Tourism, international tourist arrivals reached 13.2mn in 2015, recording 8% year-on-year (y-o-y) growth and setting a new record. The country's Tourism Minister Anton Kliman expects the positive trend to continue in 2016.

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