

# Croatia Retail Report Q4 2015

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## Abstracts

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**BMI View:** Retailers in Croatia will only be able to expect more significant improvements in the second half of the forecast period. Troubled by high unemployment and anaemic economic growth, the retail industry will see only modest gains in household spending in 2015 and 2016. Despite that, the country will offer opportunities for expansion and consolidation within the retail market.

A long recession has reached its end in Croatia. After contracting for six consecutive years, the country's real GDP is on track to post 0.3% growth in 2015 - for the first time during its membership in the EU. While more reassuring expansion is projected for the rest of the forecast period, Croatia will have to deal with major structural economic problems to help its retail industry to expand. The country's public finances suffered from a major blow given by the failing economy. Constant budget deficits caused by unsatisfactory tax revenue and growing need for public welfare inflated the national debt from 34.4% to 80.6% since 2008.

High unemployment is now one of the most detrimental aftermath effects for retailers in Croatia. The rate stands at 17.0% and goes up to as much as 45.0% for young people (below 25 years). As a result, real household incomes fell dramatically in the country. With many young individuals depending on their parents or public welfare, retailers are especially struggling with reaching the segment of fresh graduates.

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