

# Direct Selling in Croatia

<https://marketpublishers.com/r/D54F7B313C9EN.html>

Date: May 2023

Pages: 17

Price: US\$ 990.00 (Single User License)

ID: D54F7B313C9EN

## Abstracts

Direct selling exceeded pre-pandemic sales in 2022 as the channel sought to recover from the severe impact of restrictions on selling door-to-door. However, much of the current value growth in 2022 was driven by higher retail prices as inflation took hold. In constant value terms, retail sales declined marginally as consumers grappled with the cost of living crisis and made cutbacks on non-essential items.

Euromonitor International's Direct Selling 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:** Appliances and Electronics Direct Selling, Drinks and Tobacco Direct Selling, Fashion Direct Selling, Foods Direct Selling, Health and Beauty Direct Selling, Home Products Direct Selling, Other Products Direct Selling.

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

## Why buy this report?

Get a detailed picture of the Direct Selling 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

### 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

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

DISCLAIMER

SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Direct Selling in Croatia

Product link: <https://marketpublishers.com/r/D54F7B313C9EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/D54F7B313C9EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970