

# E-Commerce in Croatia

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## Abstracts

E-commerce is expected to largely benefit from the COVID-19 pandemic as current value sales surge in 2020 overall. The pandemic has given a boost to the trends that were present over the review period, and further introduced the concept of e-commerce to Croatian consumers. Due to the closure of non-grocery retailers during lockdown, consumers had no choice but to purchase via e-commerce if they still wanted selected items. Even as stores gradually reopened, consumers have continued to prefer usi...

Euromonitor International's 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:** Cross-border E-Commerce, E-Commerce by Product Category, Mobile E-Commerce.

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

## Why buy this report?

Get a detailed picture of the 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.

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

### KEY DATA FINDINGS

#### 2020 IMPACT

E-commerce booms in response to the COVID-19 pandemic

Consumers prefer contactless deliveries as to avoid possible contagion

Konsum continues to be the only grocery retailer to offer home delivery services

#### RECOVERY AND OPPORTUNITIES

E-commerce sees slowed growth but continues to perform well

Retailers will need to rethink their strategies in order to compete with third party giants such as Amazon

Resilience from older generations and lack of internet challenges the expansion of e-commerce

#### CHANNEL DATA

Table 1 E-Commerce by Channel and Category: Value 2015-2020

Table 2 E-Commerce by Channel and Category: % Value Growth 2015-2020

Table 3 E-Commerce GBO Company Shares: % Value 2016-2020

Table 4 E-Commerce GBN Brand Shares: % Value 2017-2020

Table 5 Forecast E-Commerce by Channel and Category: Value 2020-2025

Table 6 Forecast E-Commerce by Channel and Category: % Value Growth 2020-2025

#### EXECUTIVE SUMMARY

COVID-19 impact on retailing

COVID-19 country impact

Lidl's positioning threatened by new Italian entrant Eurospin

Consumers unaware of changes for leading player

What next for retailing?

#### OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2020

Physical retail landscape

Cash and carry

Seasonality

Christmas

Summer end season sales

Payments and delivery

Emerging business models

#### MARKET DATA

Table 7 Sales in Retailing by Store-based vs Non-Store: Value 2015-2020

Table 8 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2015-2020

Table 9 Sales in Store-Based Retailing by Channel: Value 2015-2020

Table 10 Sales in Store-Based Retailing by Channel: % Value Growth 2015-2020

Table 11 Store-Based Retailing Outlets by Channel: Units 2015-2020

Table 12 Store-Based Retailing Outlets by Channel: % Unit Growth 2015-2020

Table 13 Sales in Non-Store Retailing by Channel: Value 2015-2020

Table 14 Sales in Non-Store Retailing by Channel: % Value Growth 2015-2020

Table 15 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2015-2020

Table 16 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2015-2020

Table 17 Sales in Non-Grocery Specialists by Channel: Value 2015-2020

Table 18 Sales in Non-Grocery Specialists by Channel: % Value Growth 2015-2020

Table 19 Non-Grocery Specialists Outlets by Channel: Units 2015-2020

Table 20 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2015-2020

Table 21 Retailing GBO Company Shares: % Value 2016-2020

Table 22 Retailing GBN Brand Shares: % Value 2017-2020

Table 23 Store-based Retailing GBO Company Shares: % Value 2016-2020

Table 24 Store-based Retailing GBN Brand Shares: % Value 2017-2020

Table 25 Store-based Retailing LBN Brand Shares: Outlets 2017-2020

Table 26 Non-Store Retailing GBO Company Shares: % Value 2016-2020

Table 27 Non-Store Retailing GBN Brand Shares: % Value 2017-2020

Table 28 Non-Grocery Specialists GBO Company Shares: % Value 2016-2020

Table 29 Non-Grocery Specialists GBN Brand Shares: % Value 2017-2020

Table 30 Non-Grocery Specialists LBN Brand Shares: Outlets 2017-2020

Table 31 Non-Grocery Specialists LBN Brand Shares: Selling Space 2017-2020

Table 32 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2020-2025

Table 33 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2020-2025

Table 34 Forecast Sales in Store-Based Retailing by Channel: Value 2020-2025

Table 35 Forecast Sales in Store-Based Retailing by Channel: % Value Growth 2020-2025

Table 36 Forecast Store-Based Retailing Outlets by Channel: Units 2020-2025

Table 37 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2020-2025

Table 38 Forecast Sales in Non-Store Retailing by Channel: Value 2020-2025

Table 39 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2020-2025

Table 40 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2020-2025

Table 41 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space:

% Growth 2020-2025

Table 42 Forecast Sales in Non-Grocery Specialists by Channel: Value 2020-2025

Table 43 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth  
2020-2025

Table 44 Forecast Non-Grocery Specialists Outlets by Channel: Units 2020-2025

Table 45 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth  
2020-2025

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SOURCES

Summary 2 Research Sources

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