

Retail E-Commerce in Croatia

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Abstracts

E-commerce continued to gain significant value share in 2022 as part of the ongoing development of this category. Many consumers sought out cheaper prices online as the cost of living crisis hit many Croatian households. On balance, Croatia is seeing one of the strongest growth rates for e-commerce in the EU with domestic e-commerce growing ahead of foreign e-commerce. There were several reasons for this. Croatian consumers like to support local companies and in addition, local companies are muc...

Euromonitor International's Retail 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: Retail E-Commerce by Product, Retail E-Commerce by Type.

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

Why buy this report?

Get a detailed picture of the Retail 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.

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