

Retailing - Croatia

<https://marketpublishers.com/r/RFB6FFDCB99EN.html>

Date: March 2010

Pages: 40

Price: US\$ 2,100.00 (Single User License)

ID: RFB6FFDCB99EN

Abstracts

The effects of the credit crunch reached Croatia in January 2009, with a sudden plunge in sales from the previous year. This decline continued each month throughout 2009, gradually easing towards the end of the year. Grocery sales and pharmaceuticals declined the least, while electronics and especially car sales were impacted the most.

Euromonitor International's Retailing 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: Non-Store Retailing, Store-based Retailing

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

Why buy this report?

Get a detailed picture of the Retailing industry;

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 30 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 and Santiago and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Retailing in Croatia
Euromonitor International
March 2010

LIST OF CONTENTS AND TABLES

Executive Summary

Sales in Retailing Plunge As Credit Crunch Reaches Croatia

Consumers Switch To Better Value for Money

Discounters Finally in the Black

Non-store Retailing Posts Modest Results Compared To Store-based Retailing

Sales To Recover in 2010, But End of Slowdown Still Uncertain

Key Trends and Developments

Retailing Impacted by Global Credit Crunch

Consumers Try To Gain More Value for Money

Widening of Retailers' Portfolios

Discounters Profit the Most

Future Sees More Consolidation Within Retailing

Market Indicators

 Table 1 Employment in Retailing 2004-2009

Market Data

 Table 2 Sales in Retailing by Sector: Value 2004-2009

 Table 3 Sales in Retailing by Sector: % Value Growth 2004-2009

 Table 4 Sales in Retailing by Grocery vs Non-Grocery 2005-2009

 Table 5 Sales in Store-Based Retailing by Sector: Value 2004-2009

 Table 6 Sales in Store-Based Retailing by Sector: % Value Growth 2004-2009

 Table 7 Retailing Company Shares: % Value 2005-2009

 Table 8 Forecast Sales in Retailing by Sector: Value 2009-2014

 Table 9 Forecast Sales in Retailing by Sector: % Value Growth 2009-2014

 Table 10 Forecast Sales in Store-Based Retailing by Sector: Value 2009-2014

 Table 11 Forecast Sales in Store-Based Retailing by Sector: % Value Growth 2009-2014

Appendix

Operating Environment

 Summary 1 Planned and opened shopping centres across Croatia

Cash and Carry

 Table 12 Cash and Carry: Sales Value 2004-2009

Table 13 Cash and Carry: Sales by National Brand Owner: Sales Value 2006-2009

Table 14 Cash and Carry: Number of Outlets by National Brand Owner: 2006-2009

Definitions

Summary 2 Research Sources

Agrokor Dd

Strategic Direction

Key Facts

Summary 3 Agrokor dd: Key Facts

Summary 4 Agrokor dd: Operational Indicators

Company Background

Chart 1 Grocery retailers: Super Konzum in Rijeka

Private Label

Summary 5 Agrokor dd: Private Label Portfolio

Competitive Positioning

Summary 6 Agrokor dd: Competitive Position 2009

Billa Doo

Strategic Direction

Key Facts

Summary 7 Billa doo: Key Facts

Summary 8 Billa doo: Operational Indicators

Company Background

Private Label

Summary 9 Billa doo: Private Label Portfolio

Competitive Positioning

Summary 10 Billa doo: Competitive Position 2009

Kaufland Kd

Strategic Direction

Key Facts

Summary 11 Kaufland kd: Key Facts

Summary 12 Kaufland kd: Operational Indicators

Company Background

Private Label

Summary 13 Kaufland kd: Private Label Portfolio

Competitive Positioning

Summary 14 Kaufland kd: Competitive Position 2009

Lidl Hrvatska Doo Kd

Strategic Direction

Key Facts

Summary 15 Lidl Hrvatska doo kd: Key Facts

Summary 16 Lidl Hrvatska doo kd: Operational Indicators

Company Background

Private Label

Summary 17 Lidl Hrvatska doo kd: Private Label Portfolio

Competitive Positioning

Summary 18 Lidl Hrvatska doo kd: Competitive Position 2009

Obi Trgovina Doo

Strategic Direction

Key Facts

Summary 19 OBI Trgovina doo: Key Facts

Summary 20 OBI Trgovina doo: Operational Indicators

Company Background

Private Label

Competitive Positioning

Summary 21 OBI Trgovina doo: Competitive Position 2009

Headlines

Trends

Competitive Landscape

Prospects

Sector Formats

Chart 2 Grouped Retailers: Merkur, Konzum and Lidl in Rijeka

Sector Data

Table 15 Sales in Grocery Retailing by Sector: Value 2004-2009

Table 16 Sales in Grocery Retailing by Sector: % Value Growth 2004-2009

Table 17 Grocery Retailers Company Shares: % Value 2005-2009

Table 18 Grocery Retailers Brand Shares: % Value 2006-2009

Table 19 Forecast Sales in Grocery Retailing by Sector: Value 2009-2014

Table 20 Forecast Sales in Grocery Retailing by Sector: % Value Growth 2009-2014

Headlines

Trends

Competitive Landscape

Prospects

Sector Formats

Chart 3 Non-Grocery Retailers: Merkur in Rijeka

Chart 4 Non-Grocery Retailers: Bauhaus in Rijeka

Sector Data

Table 21 Sales in Non-Grocery Retailing by Sector: Value 2004-2009

Table 22 Sales in Non-Grocery Retailing by Sector: % Value Growth 2004-2009

Table 23 Non-Grocery Retailers Company Shares: % Value 2005-2009

Table 24 Non-Grocery Retailers Brand Shares: % Value 2006-2009

Table 25 Forecast Sales in Non-Grocery Retailing by Sector: Value 2009-2014

Table 26 Forecast Sales in Non-Grocery Retailing by Sector: % Value Growth
2009-2014

Headlines

Trends

Competitive Landscape

Prospects

Sector Data

Table 27 Sales in Non-store Retailing by Sector: Value 2004-2009

Table 28 Sales in Non-store Retailing by Sector: % Value Growth 2004-2009

Table 29 Non-store Retailing Company Shares: % Value 2005-2009

Table 30 Non-store Retailing Brand Shares: % Value 2006-2009

Table 31 Forecast Sales in Non-store Retailing by Sector: Value 2009-2014

Table 32 Forecast Sales in Non-store Retailing by Sector: % Value Growth 2009-2014

I would like to order

Product name: Retailing - Croatia

Product link: <https://marketpublishers.com/r/RFB6FFDCB99EN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/RFB6FFDCB99EN.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