

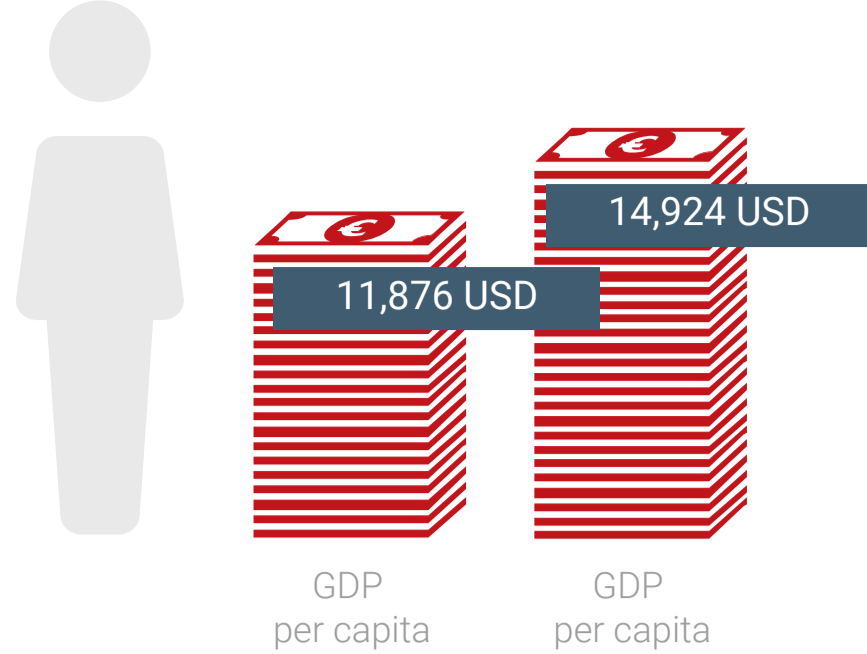
Insights into the growth of Croatia eCommerce with payment methods, target audiences, marketing, social media, economy and logistics all profiled



Economy

Home to just over 4 million people with a total GDP of 48.7 billion USD. GDP per capita is currently 11,876 USD and expected to reach 14,924 USD by 2021.

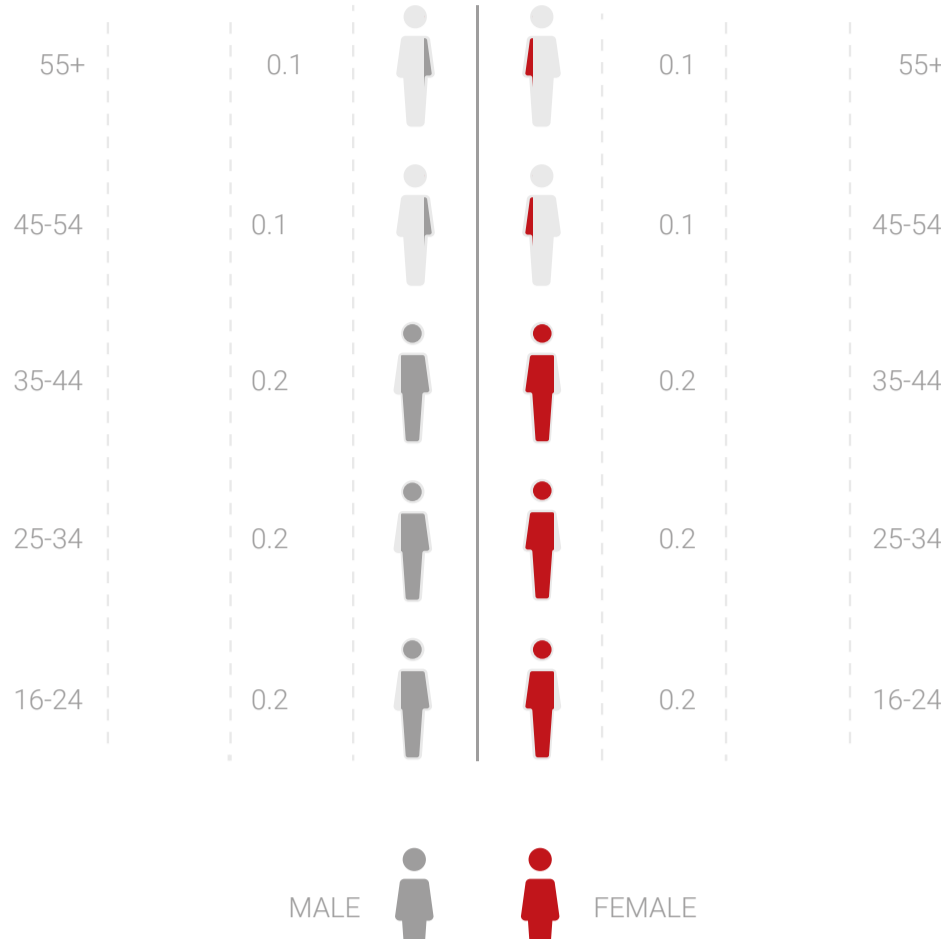
CROATIA'S GDP PER CAPITA IS PROJECTED TO SHOW IMPRESSIVE GROWTH WITH A CAGR OF 4.3% YEAR-ON-YEAR.



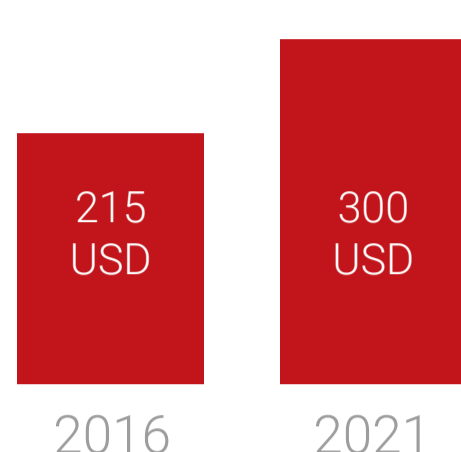
User Insights

There are currently 1.7 million eCommerce users, with 200,000 new users shopping online by 2021. There will be 1.9 million eCommerce users by 2021, this will represent 54.9% of the total population.

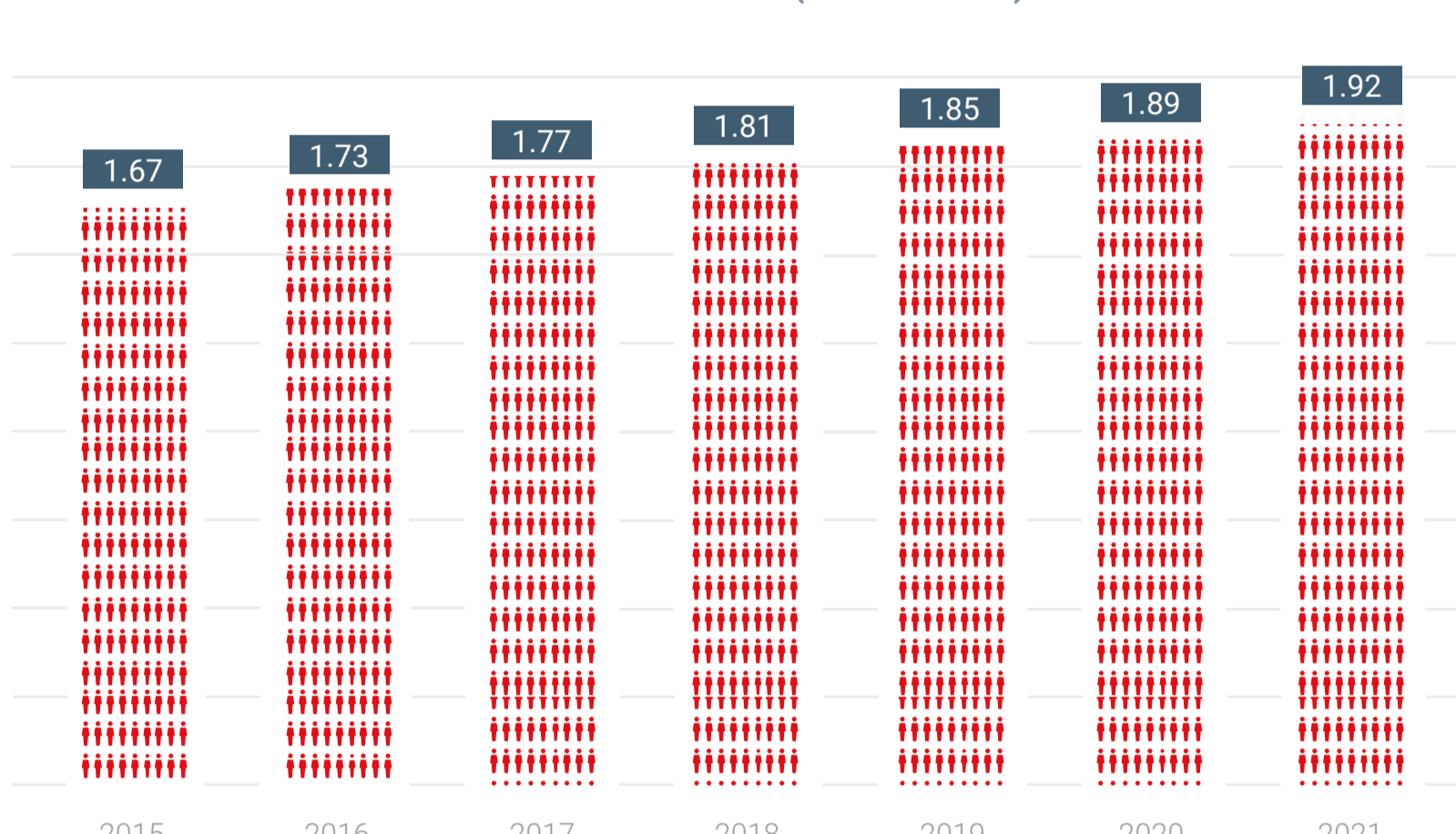
USER BY AGE GROUPS AND GENDER IN THE ECOMMERCE MARKET (IN MILLIONS) IN 2016



The average user spends 215 USD online, which will grow to 300 USD by 2021.



NUMBER OF USERS (IN MILLIONS)



Shopping Categories

Total eCommerce revenue across all product categories is 373 million USD, expected to reach 575 million by 2021.

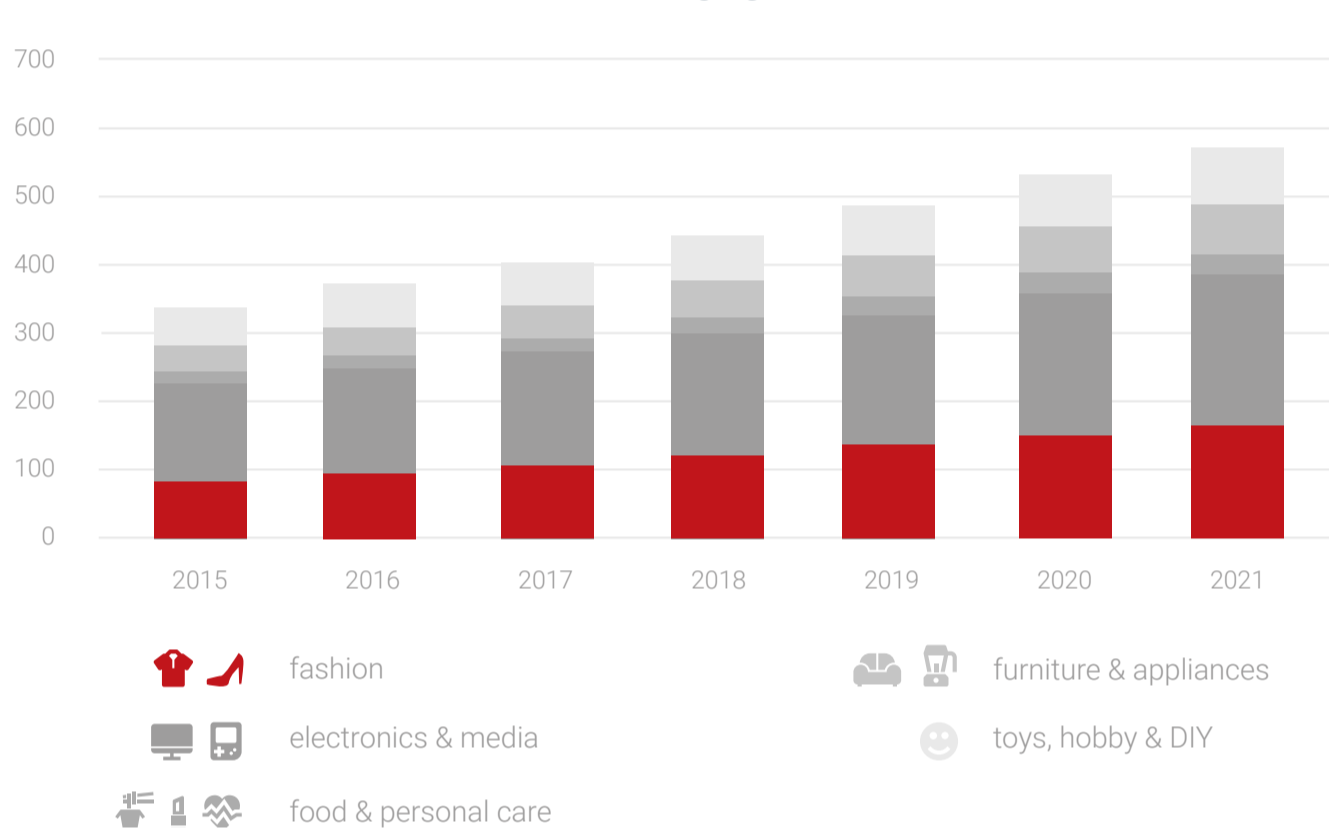


Electronics is currently the leading product category, accounting for 155 million USD market share.



Fashion is the second leading product category accounting for 94 million USD.

PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT



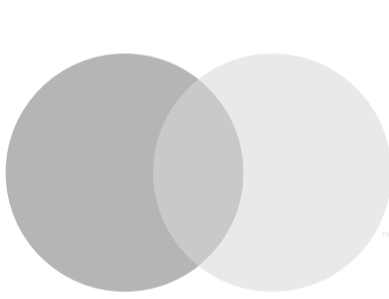
Where does Croatia buy from?

Germany supplies Croatia with 3.36 billion USD of its imports. Other key import partners are Italy (3.26 billion USD), Slovenia (2.12 billion USD), Austria (1.94 billion USD) and Hungary (1.38 billion USD).



Preferred Online Payment Methods

Croatians use a variety of online payment methods. 28% of payments are made via cash on delivery, and a further 16% are made via credit card.



PayPal is particularly popular, accounting for 33% of purchases online

Logistics & Infrastructure

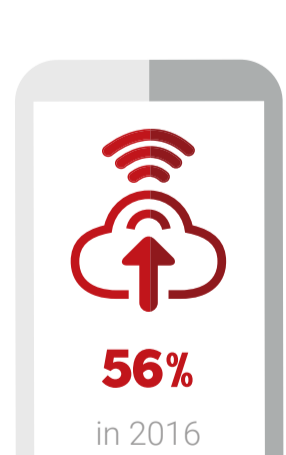
59% of Croatian's population reside in urban areas, this is a result of steep growth in recent years and is projected to continue growing.



In 2016, Croatia ranked 51st in the World Bank Logistics ranking

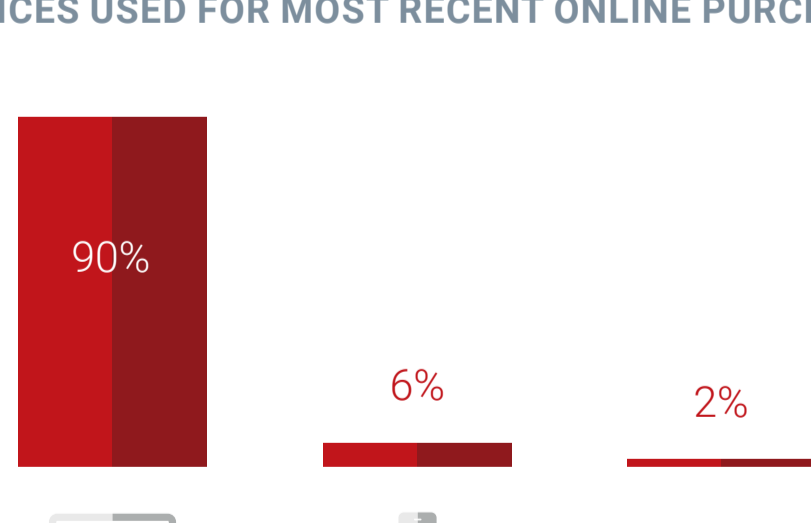
Device Usage

Internet penetration is currently at 70%, and should reach 77% by 2021.

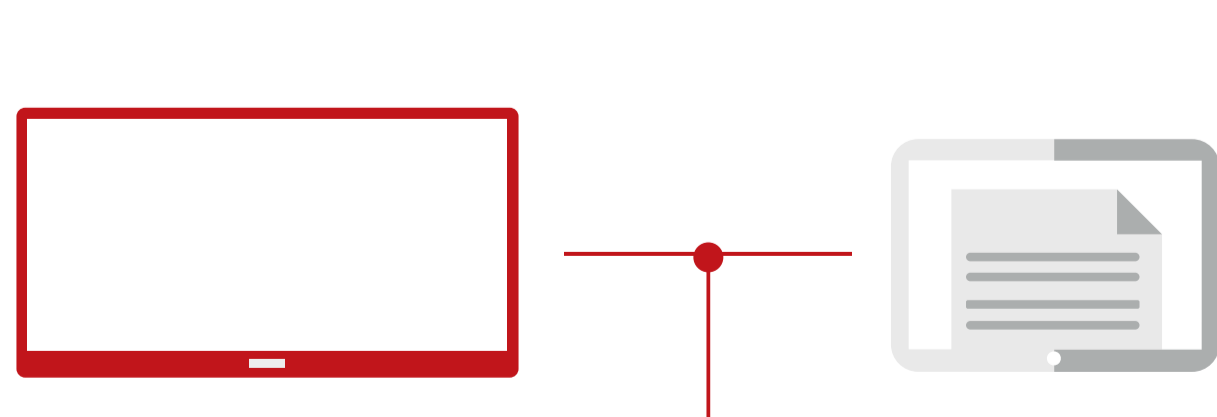


Smartphone penetration is 56% and is projected to grow to 67% by 2021.

DEVICES USED FOR MOST RECENT ONLINE PURCHASE



Marketing



Digital marketing has grown year on year, with the current spend totaling at 22 million USD. TV leads the marketing spend accounting for 108 million USD.

Currently 46% of the population are subscribed to social channels, with this expected to reach 53% by 2021. Facebook, LinkedIn and Twitter are the leading social networks.



FOR MORE MARKET INSIGHTS, CHECK OUT THE ESHOPWORLD SERIES OF BLOGS COVERING A RANGE OF EMERGING ECOMMERCE MARKETS.

*Insights derived from eShopWorld data, Statista, WorldBank, OECD and other industry sources.