

Insights into the growth of Croatian eCommerce

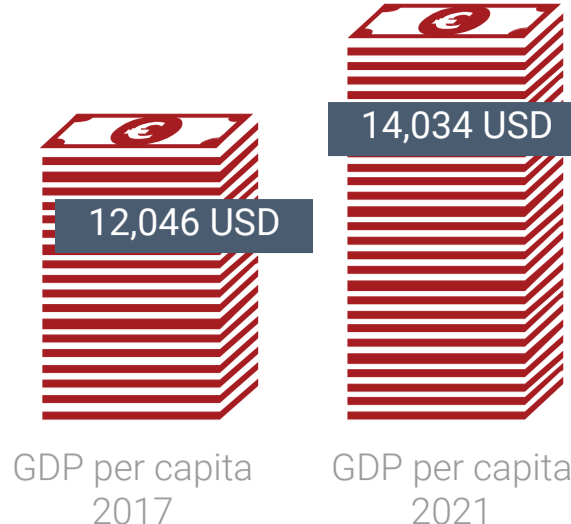
Economy, online shopper profiles, logistics, payment methods and marketing



Economy

Home to 4.17 million people with a total GDP of 50.43 billion USD.

GDP per capita is currently 12,046 USD and expected to reach 14,034 USD by 2021.

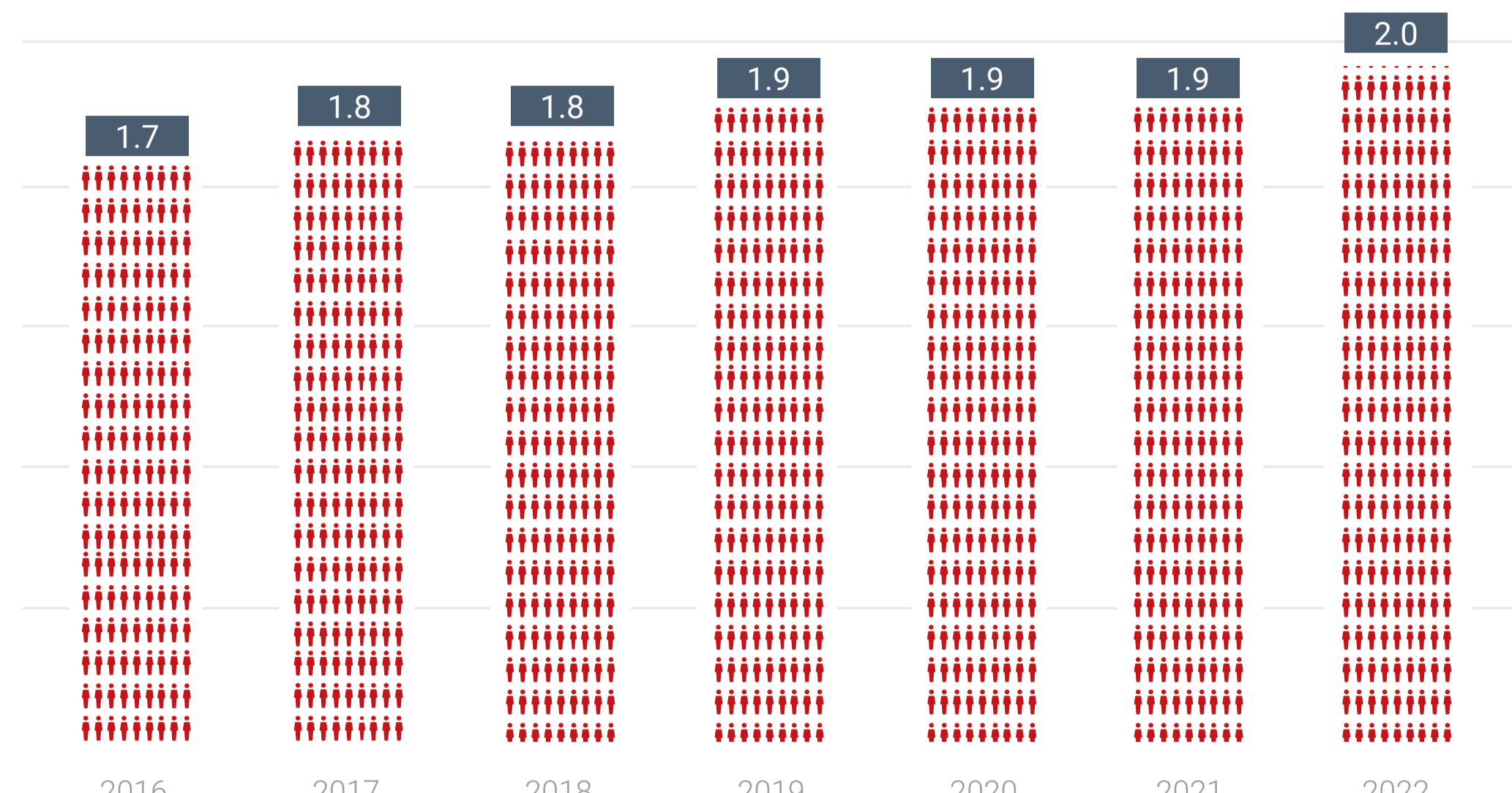


CROATIA IS RANKED AS THE 83RD RICHEST COUNTRY BY THE WORLD BANK GDP PER CAPITA RANKINGS

User Insights

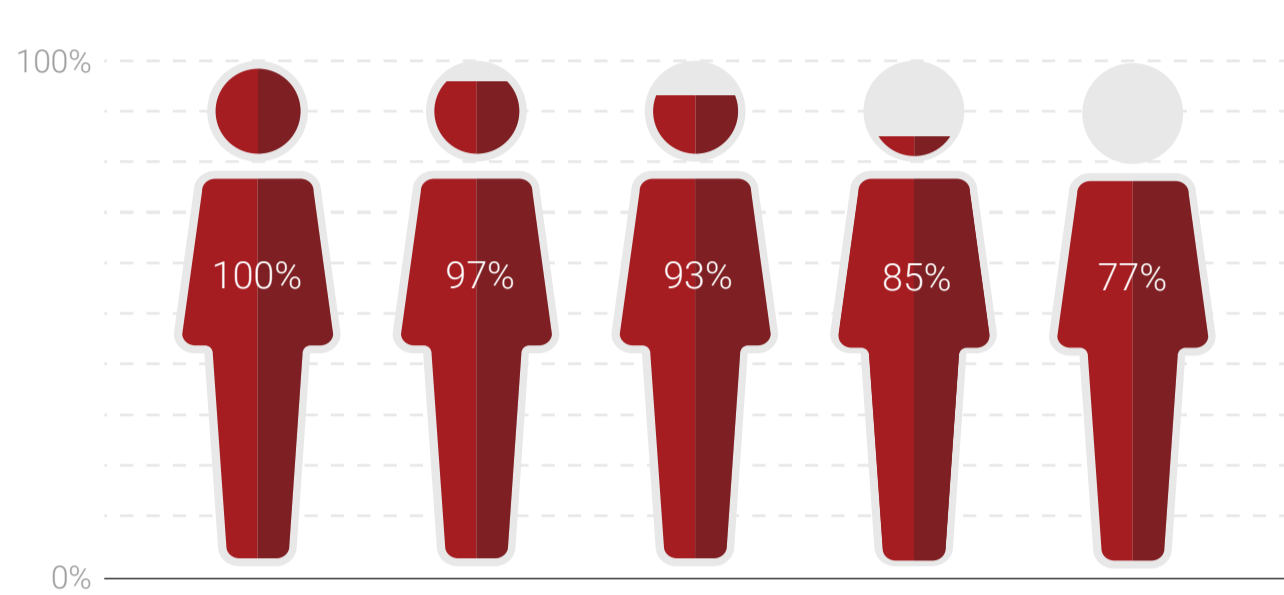
There are currently 1.77 million eCommerce users in Croatia, with an additional 150,000 users to be shopping online by 2021.

NUMBER OF ONLINE SHOPPERS (IN MILLIONS)



THE AVERAGE USER SPENDS ONLINE

DAILY INTERNET USAGE RATE IN 2017



Shopping Categories

Total eCommerce revenue across all product categories is 406 million USD, expected to reach 610 million USD by 2021.

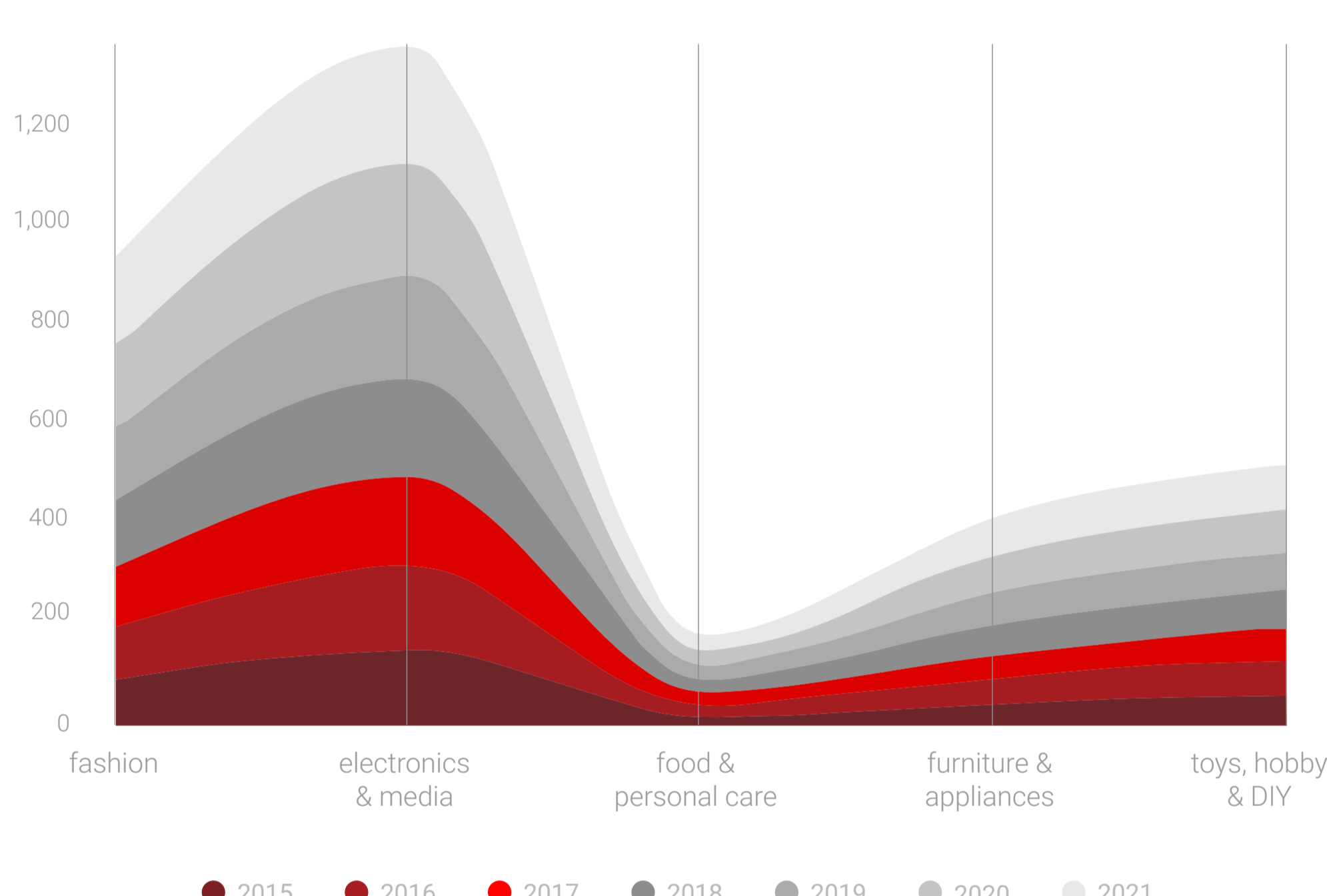


Electronics & Media is currently the leading product category, accounting for 166.5 million USD market share.



Fashion is second, accounting for 105.2 million USD.

PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT (IN MILLIONS USD)



Logistics & Infrastructure



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

Preferred Online Payment Methods

53% of Croatia shoppers like to pay with digital wallet when shopping online.



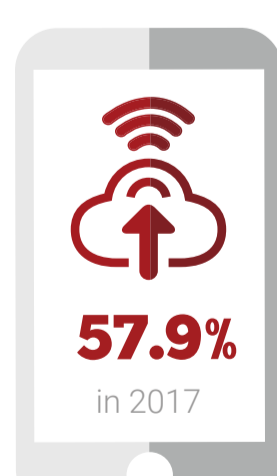
Where does Croatia buy from?

Germany supplies Croatia with 3.31 billion USD in imports. Croatia's other key import partners are Italy (\$2.82 billion), Hungary (\$1.48 billion), China (\$1.02 billion) and Poland (\$642 million).



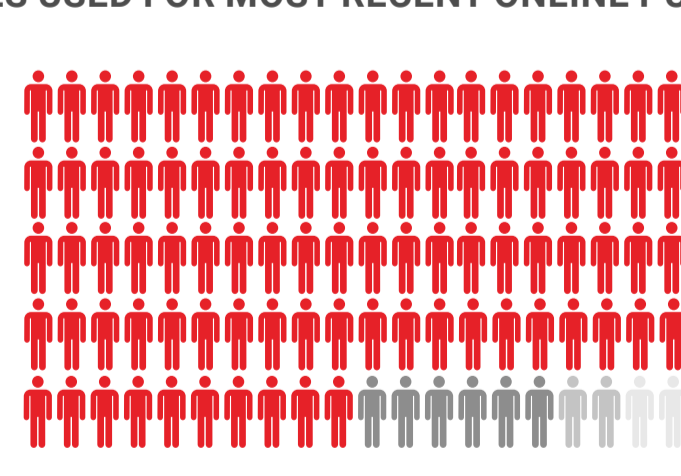
Device Usage

DEVICES USED FOR MOST RECENT ONLINE PURCHASE



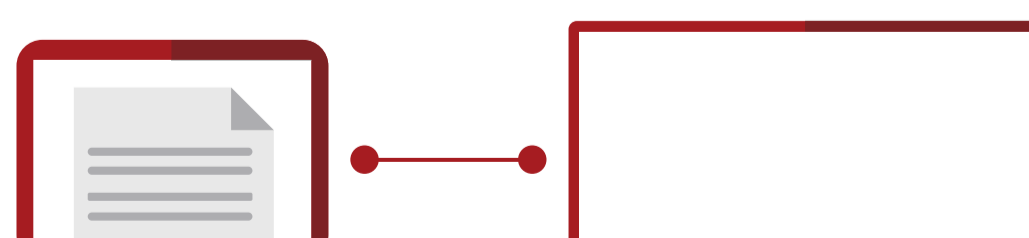
Internet penetration is currently at 73.3%, and should reach 76.8% by 2021.

Smartphone penetration is 57.9% and is projected to grow to 65.6% by 2021.



Marketing

In 2017, 132.41 million USD will be spent on TV advertising in Croatia.



There are 1.6 million monthly active social network users in Croatia, Facebook, Twitter, Pinterest and Instagram 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.