SERVICE ACTIVITIES, SEPTEMBER 2025

In 2025, the turnover from service activities increased both at the annual[1] and at the monthly[2] level.

The total seasonally and working-day adjusted turnover from service activities realised in September 2025 increased by 1.8%, as compared to August 2025

The highest increase in the turnover was recorded in the following activities: Publishing activities (of **24.2%**), Architectural and engineering activities; technical testing and analysis (of 13.1%) and Water transport (of 7.4%).

The highest decrease in the turnover was recorded in the following activities: Management consultancy activities (of 9.4%), Motion picture, video and television programme production, sound recording and music publishing activities (of 4.9%) and Computer programming, consultancy and related activities (of 4.5%).

The total working-day adjusted turnover from service activities realised in September 2025 increased by 7.6%, as compared to September 2024

The highest increase in the turnover was recorded in the following activities: Publishing activities (of **24.8%**), Architectural and engineering activities; technical testing and analysis (of 18.3%) and Security and investigation activities (of 17.4%).

The decrease in the turnover was recorded only in one service activity: Rental and leasing activities (of 2.7%).

Observing the first nine months, the working-day adjusted turnover from service activities increased by **6.8%** compared to the same period of the previous year.

1) Data compared to those of the same month of the previous year (the so-called working-day adjusted data).
2) Data compared to those of the previous month (the so-called seasonally and working-day adjusted data).
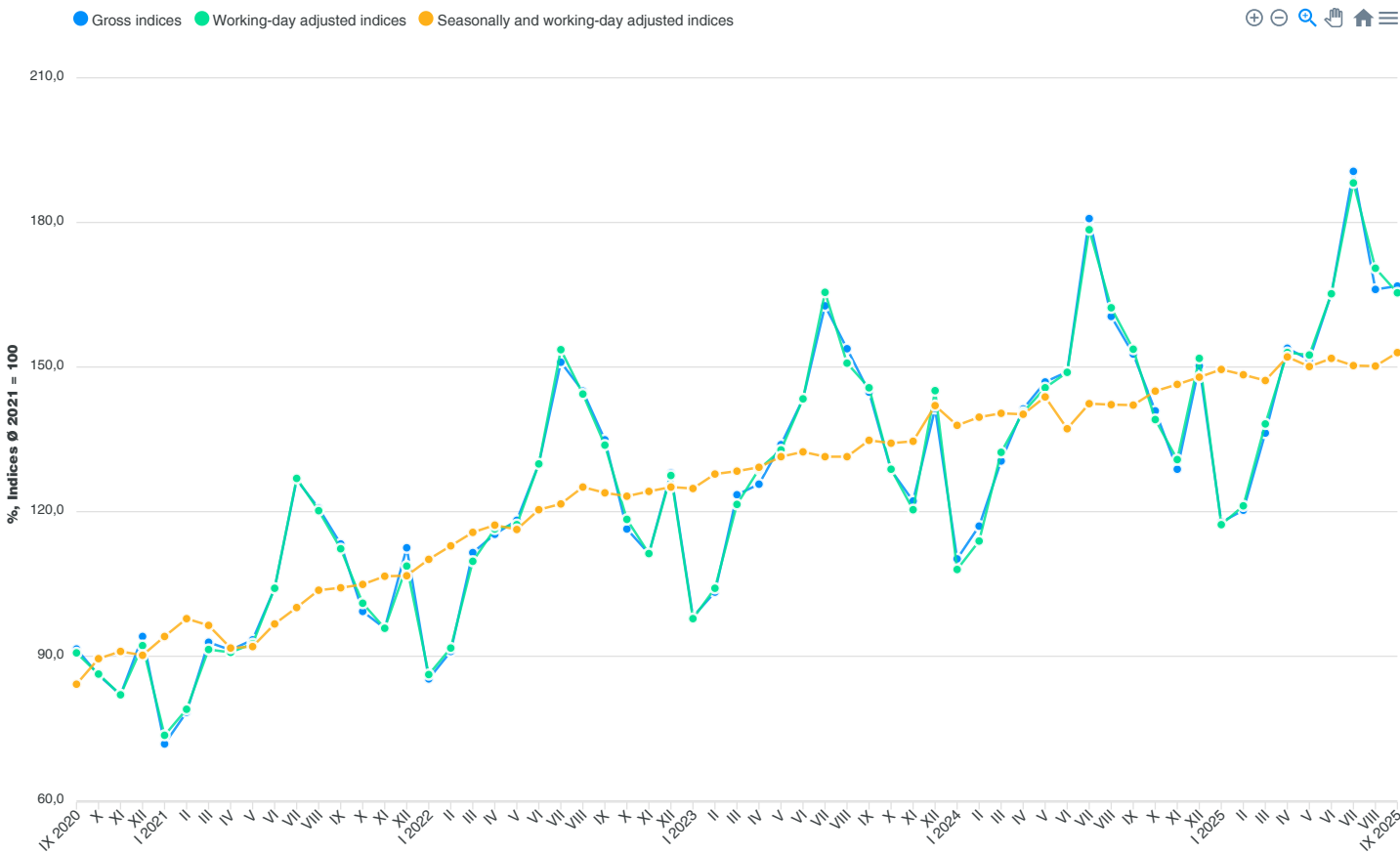
1 TURNOVER INDICES, BY MAIN ACTIVITIES OF BUSINESS ENTITIES

NKD 2007 activity code		IX 2025 VIII 2025	IX 2025 IX 2024	I – IX 2025 I – IX 2024	IX 2025 Ø 2021		
		Seasonally and working-day adjusted indices[1]	Working-day adjusted indices[1]		Gross, unadjusted indices[1]	Seasonally and working-day adjusted indices[1]	Working-day adjusted indices[1]
(G – N)	**Total services**	**101,8**	**107,6**	**106,8**	**166,8**	**153,0**	**165,4**
G	**Wholesale and retail trade; repair of motor vehicles and motorcycles**	**101,2**	**106,8**	**106,9**	**152,9**	**150,0**	**151,8**
G 45	Wholesale and retail trade and repair of motor vehicles and motorcycles	105,7	110,8	108,5	163,0	175,2	161,6
G 46	Wholesale trade, except of motor vehicles and motorcycles	100,5	106,8	107,2	157,2	151,9	155,6
G 47	Retail trade, except of motor vehicles and motorcycles	101,6	106,1	105,9	158,2	151,7	158,1
(H – N)	**Total services without Wholesale and retail trade; repair of motor vehicles and motorcycles**	**101,7**	**107,6**	**107,2**	**195,4**	**159,6**	**193,6**
H	**Transportation and storage**	**100,8**	**104,5**	**103,2**	**164,4**	**145,9**	**162,9**
H 49	Land transport and transport via pipelines	99,9	102,5	104,2	154,7	138,8	152,8
H 50	Water transport	107,4	115,3	89,6	139,7	149,1	139,7
H 51	Air transport	106,1	108,5	102,9	311,9	232,3	311,9
H 52	Warehousing and support activities for transportation	100,7	103,7	103,7	179,7	147,1	178,0
H 53	Postal and courier activities	100,8	107,8	108,5	138,5	137,5	135,9
I	**Accommodation and food service activities**	**104,0**	**109,1**	**107,3**	**295,7**	**203,1**	**295,7**
I 55	Accommodation	102,9	108,1	106,0	309,5	191,5	309,5
I 56	Food and beverage service activities	102,8	110,1	109,1	280,8	218,1	280,8
J	**Information and communication**	**99,3**	**109,8**	**107,4**	**152,3**	**138,8**	**151,6**
J 58	Publishing activities	124,2	124,8	104,6	196,4	140,3	196,4
J 59	Motion picture, video and television programme production, sound recording and music publishing activities	95,1	108,4	98,9	99,2	108,1	99,2
J 60	Programming and broadcasting activities	103,0	102,5	98,9	129,8	123,7	129,8
J 61	Telecommunications	99,8	103,5	105,0	158,2	131,3	157,7
J 62	Computer programming, consultancy and related activities	95,5	111,8	111,7	151,6	149,4	149,5
J 63	Information service activities	105,4	104,7	100,3	135,0	135,2	135,0
L	**Real estate activities**	**99,7**	**102,7**	**106,5**	**151,5**	**133,7**	**149,6**
L 68	Real estate activities	99,7	102,7	106,5	151,5	133,7	149,6
M	**Professional, scientific and technical activities**	**108,0**	**112,5**	**112,0**	**184,3**	**153,9**	**186,2**
M 69	Legal and accounting activities	101,1	109,5	111,1	171,6	144,0	172,2
M 70.2	Management consultancy activities	90,6	112,1	115,1	207,1	154,0	207,1
M 71	Architectural and engineering activities; technical testing and analysis	113,1	118,3	113,6	201,1	145,8	201,1
M 73	Advertising and market research	103,4	104,3	105,3	137,6	157,5	137,6
M 74	Other professional, scientific and technical activities	102,6	109,4	107,5	209,7	159,2	206,2

N	Administrative and support service activities	101,3	105,5	107,6	224,9	186,3	222,7
N 77	Rental and leasing activities	97,6	97,3	104,1	184,5	156,1	182,0
N 78	Employment activities	105,0	110,2	104,8	138,3	142,2	138,3
N 79	Travel agency, tour operator reservation services and related activities	101,1	104,7	103,7	471,7	289,7	467,9
N 80	Security and investigation activities	102,6	117,4	115,5	154,8	171,2	153,5
N 81	Services to buildings and landscape activities	104,2	114,9	113,3	177,3	152,5	177,3
N 82	Office administrative, office support and other business support activities	101,0	105,9	111,6	101,7	191,3	100,6

1) See Notes on Methodology, Presentation of indices.

G-1 TURNOVER INDICES OF SERVICE ACTIVITIES, BY MONTHS, 2020 – 2025

G-2 STRUCTURE OF GENERATED TURNOVER, BY ACTIVITIES, ACCORDING TO NKD 2007, SEPTEMBER 2025

- G Wholesale and retail trade, repair of motor vehicles and motorcycles, %
- I Accommodation and food service activities, %
- H Transportation and storage, %
- J Information and communication, %
- N Administrative and support service activities, %
- M Professional, scientific and technical activities, %
- L Real estate activities, %
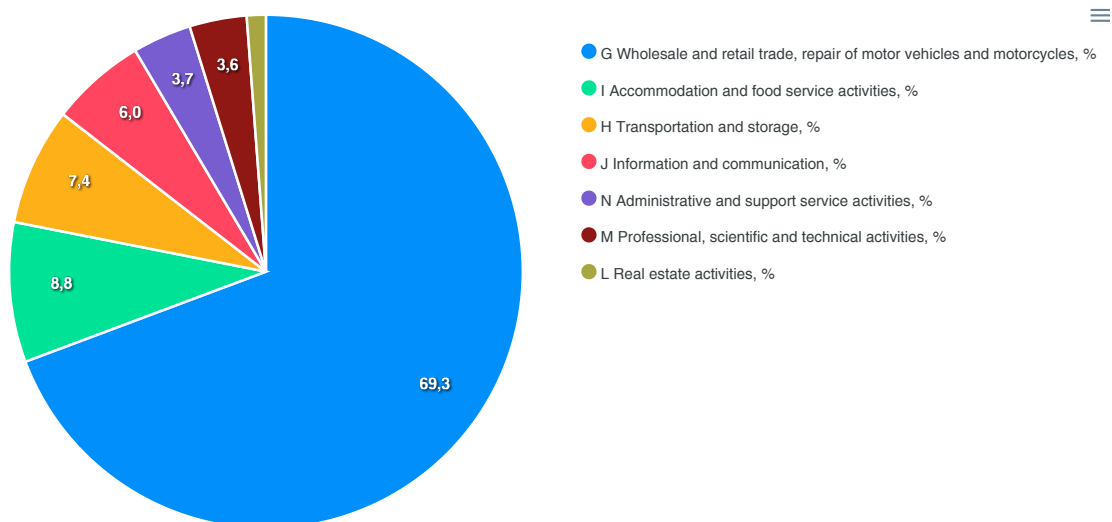
NOTES ON METHODOLOGY

Notice

Since January 2024, the base year has been changed to 2021 and the new observation unit is a kind-of-activity unit (KAU).

The new base year and the new observation unit – kind-of-activity unit (KAU) are defined by Regulation (EU) 2019/2152 of the European Parliament and of the Council of 27 November 2019 on European business statistics, repealing 10 legal acts in the field of business statistics, which concerns short-term business statistics of all Member States.

The time series of the turnover indices of service activities starting with 2010, with the base year 2021 = 100, are published on the dissemination site of the Croatian Bureau of Statistics in the STS database (Short-Term Business Statistics Database) in the section Services under the heading Turnover Indices of Service Activities – monthly data and within Statistics in Line under the title Economy – Basic Indicators. The tables in databases published with the previous base year (2015 = 100) will no longer be updated.

Precise dissemination dates are listed in the Calendar of Statistical Data Issues, which is available on the website of the Croatian Bureau of Statistics.

The monthly indices with the base year 2021, working-day adjusted, seasonally and working-day adjusted and unadjusted, are submitted to Eurostat regularly on a monthly basis and are available on Eurostat's website, together with the indicators of all EU Member States they are comparable to.

Sources and methods of data collection

The data are based on the Monthly Report on Service Activities (USL-M form) and administrative data sources (databases of value added tax reports of the Tax Administration), except data on retail trade activities (division G 47), which were calculated on the basis of the Monthly Report on Retail Trade (TRG-1 form).

The data are collected via a web-based application (the so-called CAWI). The reporting units enter data directly into the USL-M e-form, which is available on the dissemination site of the Croatian Bureau of Statistics. The period for data collection ranges each month, as a rule, between the 1st and the 25th day in a month for the previous reference month data.

The methodology for this survey is based on the Regulation (EU) 2019/2152 of the European Parliament and of the Council of 27 November 2019 on European business statistics, repealing 10 legal acts in the field of business statistics, and the Commission Implementing Regulation (EU) 2020/1197 of 30 July 2020 laying down technical specifications and arrangements pursuant to Regulation (EU) 2019/2152 of the European Parliament and of the Council on European business statistics, repealing 10 legal acts in the field of business statistics. This survey is conducted on the basis of the Official Statistics Act (NN, Nos 25/20, 155/23 and 124/25 – corr.).

The survey is mainly aimed at measuring turnover changes in service activities.

Coverage and comparability

The survey is carried out by using the sampling method.

The sample is selected once a year. It is based on the size and on the annual turnover of business entities.

All medium-sized and large enterprises (sizes 5, 6 and 7) are taken over from the Statistical Business Register. Units marked in the Register as small ones are also included if they exceed the determined threshold according to the turnover.

A subset of units that will be included into the regular survey (USL-M form) is selected from all units selected in the sample. A selection criterion has been determined according to a particular turnover threshold, which has to be covered by these units.

The total sample consists of about 15 000 units, of which about 1 000 are included in the regular Monthly Report on Service Activities (USL-M form).

The main activity is defined for each business entity according to the NKD 2007 (NN, Nos 58/07 and 123/08).

The Decision on the National Classification of Activities, 2007 version – NKD 2007, will be applied in the Survey until 31 December 2027 in line with the transitional provision from Article 6 of the Decision on the National Classification of Activities, 2025 version – NKD 2025 (NN, No. 47/24): "For statistical and analytical purposes of official statistics of the Republic of Croatia, in the transitional period until 31 December 2027, the Decision on the National Classification of Activities, 2007 version – NKD 2007 (NN, Nos 58/07 and 72/07 – correction) shall be concurrently applied" and the Regulation (EU) 2019/2152 of the European Parliament and of the Council of 27 November 2019 on European business statistics, repealing 10 legal acts in the field of business statistics.

The criterion for determining the size of a business entity is the number of persons in employment. Business entities of size 1 are those employing 0 – 4 persons, of size 2 those employing 5 – 9 persons, of size 3 those employing 10 – 19 persons, of size 4 those employing 20 – 49 persons, of size 5 those employing 50 – 99 persons, of size 6 those employing 100 – 249 persons and of size 7 those employing 250 and more persons.

The statistical unit of the services turnover index is a kind-of-activity unit. The most significant multi-industry enterprises have been divided into kind-of-activity units to improve the homogeneity of the results of statistical surveys by activity, as well as their international comparability.

Observation units in the Monthly Report on Service Activities (USL-M form) are business entities (legal entities and tradesmen) registered by their main activity in the following sections of the NKD 2007:

G   Wholesale and retail trade; repair of motor vehicles and motorcycles (except division 47),
H   Transportation and storage,
I   Accommodation and food service activities,
J   Information and communication,
L   Real estate activities,
M   Professional, scientific and technical activities (except group 70.1 and divisions 72 and 75),
N   Administrative and support service activities.

Index presentation

The presentation and interpretation of indices have been entirely harmonised with Eurostat´s requirements for the presentation of short-term business indicators and with the Regulation (EU) 2019/2152 of the European Parliament and of the Council of 27 November 2019 on European business statistics, repealing 10 legal acts in the field of business statistics, and the Commission Implementing Regulation (EU) 2020/1197 of 30 July 2020 laying down technical specifications and arrangements pursuant to Regulation (EU) 2019/2152 of the European Parliament and of the Council on European business statistics, repealing 10 legal acts in the field of business statistics.

Seasonal and working-day adjustment method

Since 2016, in the process of seasonal adjustment, the software package JDemetra+ and the X13 ARIMA method have been used. This process identifies and assesses seasonal and working-day effects in time series by using statistical models and procedures.

The revision of previously published seasonally and working-day adjusted indices is due to several causes. The most common cause is a change in estimated parameters of existing statistical models while conducting new estimates, which occurs due to new observations. Other causes are changes in source data or in applied statistical models.

Calendar effects have a significant impact on time series movement, the most common of which are the effect of moving holidays, the effect of the leap year and the effect of working days.

Seasonally and working-day adjusted indices

The seasonally and working-day adjusted indices imply that the gross indices are adjusted for seasonal and working-day effects. Indices adjusted in that way and the associated rates of change in two consecutive observations are used to compare data with data from the previous month.

Working-day adjusted indices

Working-day adjusted indices imply that the gross indices are adjusted only for calendar effects. Indices adjusted in that way and the associated inter-annual rates of change are used to compare data with data from the same month of the previous year.

Gross, unadjusted indices

This term is used to indicate that indices are not adjusted for seasonal and working-day effects. Gross, unadjusted indices are published, but they are not commented in particular.

Indices are presented as gross, non-deflated indices, that is, the price change effect is not excluded from them.

Definitions

Turnover (business revenue) is the value of all goods sold and services provided on the market during the reference period, irrespective of whether they are paid for or not. Value added tax is excluded.

In the Monthly Report on Service Activities, business entities report their total turnover (business revenue) generated from both their main and secondary activities and turnover (business revenue) generated only from their main activity.

The turnover indices calculated from the value added tax databases have been obtained from the data on total deliveries (both taxable and non-taxable ones). Deliveries recorded in the value added tax databases can differ from the definition of turnover applied in statistical surveys, which affects the comparability of data.

Abbreviations

CAWI	computer-assisted web interview
EU	European Union
Eurostat	Statistical Office of the European Union
NKD 2007	National Classification of Activities, 2007 version
NKD 2025	National Classification of Activities, 2025 version
NN	Narodne novine, official gazette of the Republic of Croatia