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# SERVICE ACTIVITIES, JANUARY 2026

In January 2026, the turnover from service activities increased at the annual<sup>1)</sup> and decreased at the monthly<sup>2)</sup> level.

## **The total seasonally and working-day adjusted turnover from service activities realised in January 2026 decreased by 2.2%, as compared to December 2025**

The highest decrease in the turnover was recorded in the following activities: Information service activities (of **21.8%**), Office administrative, office support and other business support activities (of 13.0%) and Water transport (of 11.3%).

The highest increase in the turnover was recorded in the following activities: Advertising and market research (of 35.2%), Other professional, scientific and technical activities (of 30.3%) and Air transport (of 16.9%).

## **The total working-day adjusted turnover from service activities realised in January 2026 increased by 2.1%, as compared to January 2025**

The highest increase in the turnover was recorded in the following activities: Other professional, scientific and technical activities (of **49.9%**), Motion picture, video and television programme production, sound recording and music publishing activities (of 30.3%) and Advertising and market research (of 19.1%).

The highest decrease in the turnover was recorded in the following activities: Water transport (of 19.1%), Office administrative, office support and other business support activities (of 16.4%) and Travel agency, tour operator reservation services and related activities (of 8.8%).

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).

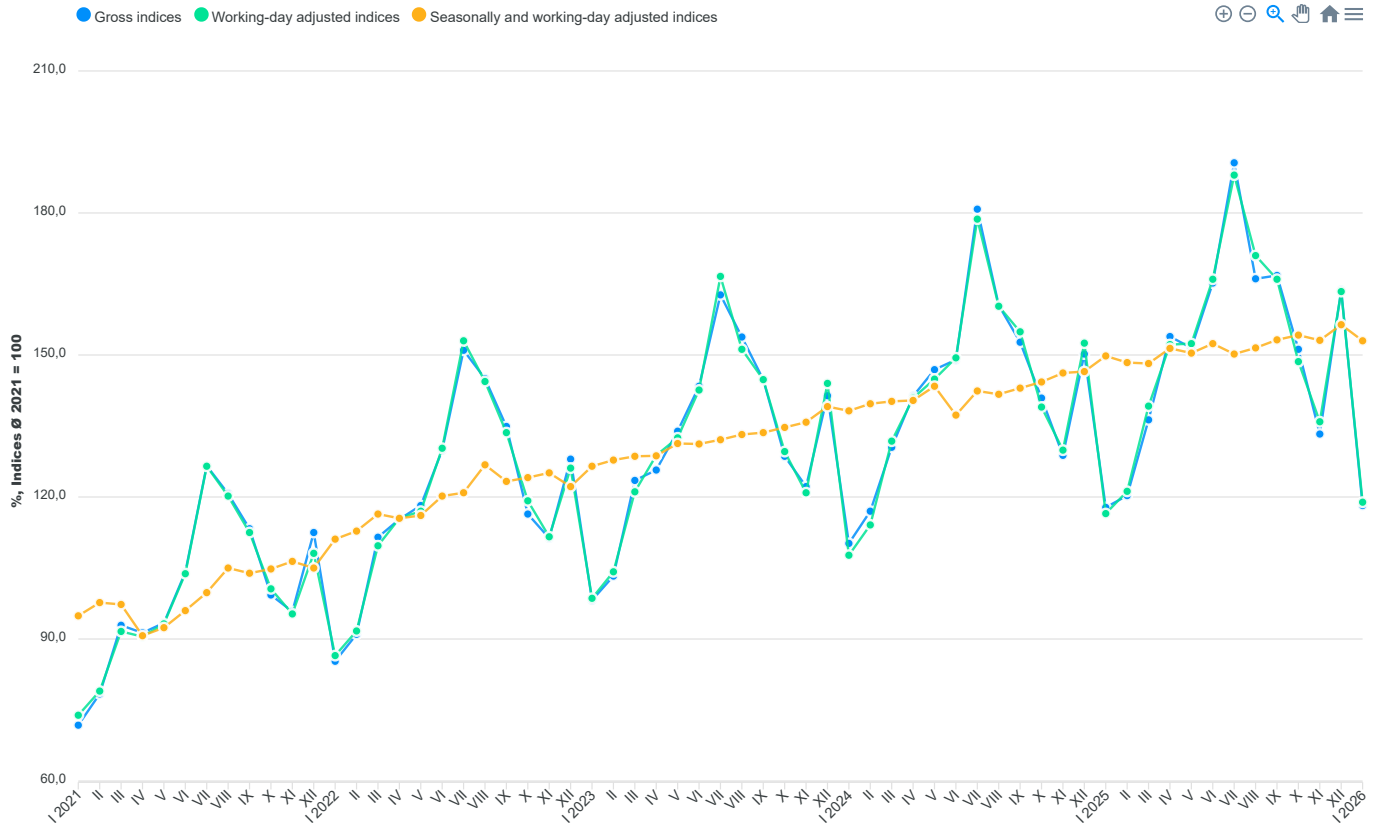
1 TURNOVER FROM SERVICE ACTIVITIES – SEASONALLY AND WORKING-DAY ADJUSTED  
GROWTH RATES<sup>1)</sup>

NKD 2007 activity code		I 2026 XII 2025	I 2026 I 2025
		Seasonally and working-day adjusted growth rates <sup>2)</sup>	Working-day adjusted growth rates <sup>2)</sup>
<b>(G - N)</b>	<b>Total services</b>	<b>-2,2</b>	<b>2,1</b>
<b>G</b>	<b>Wholesale and retail trade; repair of motor vehicles and motorcycles</b>	<b>-2,9</b>	<b>1,4</b>
G 45	Wholesale and retail trade and repair of motor vehicles and motorcycles	-4,9	-4,1
G 46	Wholesale trade, except of motor vehicles and motorcycles	-3,0	0,3
G 47	Retail trade, except of motor vehicles and motorcycles	-1,5	4,5
<b>(H-N)</b>	<b>Total services without Wholesale and retail trade; repair of motor vehicles and motorcycles</b>	<b>-0,1</b>	<b>2,4</b>
<b>H</b>	<b>Transportation and storage</b>	<b>-3,9</b>	<b>-4,4</b>
H 49	Land transport and transport via pipelines	-4,3	-3,0
H 50	Water transport	-11,3	-19,1
H 51	Air transport	16,9	7,8
H 52	Warehousing and support activities for transportation	-1,4	-1,8
H 53	Postal and courier activities	-1,5	4,6
<b>I</b>	<b>Accommodation and food service activities</b>	<b>0,8</b>	<b>2,4</b>
I 55	Accommodation	-1,9	-1,3
I 56	Food and beverage service activities	0,2	6,2
<b>J</b>	<b>Information and communication</b>	<b>-0,2</b>	<b>7,1</b>
J 58	Publishing activities	-3,5	1,3
J 59	Motion picture, video and television programme production, sound recording and music publishing activities	10,8	30,3
J 60	Programming and broadcasting activities	0,2	10,7
J 61	Telecommunications	0,8	1,5
J 62	Computer programming, consultancy and related activities	0,6	12,8
J 63	Information service activities	-21,8	8,4
<b>L</b>	<b>Real estate activities</b>	<b>-1,2</b>	<b>5,3</b>
L 68	Real estate activities	-1,2	5,3
<b>M</b>	<b>Professional, scientific and technical activities</b>	<b>1,6</b>	<b>6,2</b>
M 69	Legal and accounting activities	-1,8	0,2
M 70.2	Management consultancy activities	-6,9	-6,9
M 71	Architectural and engineering activities; technical testing and analysis	-2,5	-0,2
M 73	Advertising and market research	35,2	19,1
M 74	Other professional, scientific and technical activities	30,3	49,9
<b>N</b>	<b>Administrative and support service activities</b>	<b>-1,3</b>	<b>-1,9</b>
N 77	Rental and leasing activities	-4,7	-4,3
N 78	Employment activities	0,2	0,8
N 79	Travel agency, tour operator reservation services and related activities	-1,6	-8,8
N 80	Security and investigation activities	-1,4	-5,2
N 81	Services to buildings and landscape activities	0,7	7,2
N 82	Office administrative, office support and other business support activities	-13,0	-16,4

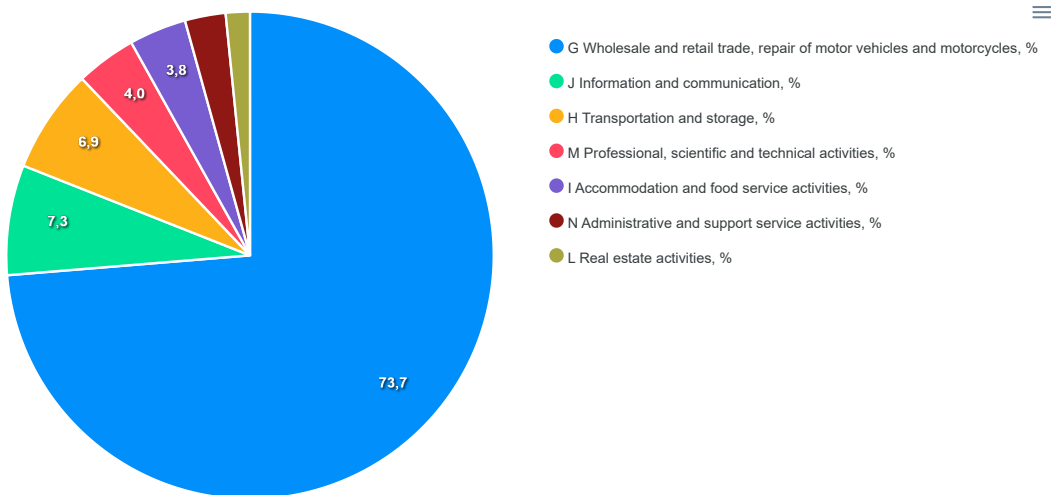
1) The time series of the turnover indices of service activities starting with 2010, with the base year 2021 = 100, monthly and annual growth rates, are available in Excel format on the website of the Croatian Bureau of Statistics within Databases under the title [STS Databases](#).

2) See Notes on Methodology, Index presentation.

## G-1 TURNOVER INDICES OF SERVICE ACTIVITIES, BY MONTHS, 2021 – 2026



## G-2 STRUCTURE OF GENERATED TURNOVER, BY ACTIVITIES, ACCORDING TO NKD 2007, JANUARY 2026



## 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, annual and monthly growth rates, 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 18 000 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



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