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BASIC INDICATORS OF BUSINESS DEMOGRAPHY, 2025 – Provisional Data

Since 1 January 2025, the National Classification of Activities 2025 (NKD 2025) comes into effect. It is based on the Statistical Classification of Economic Activities in the European Community – NACE, Rev. 2.1, which is obligatory in EU Member States. Consequently, from 2025 onwards, business demography data will be published according to the NKD 2025 classification, and the data on the level of the section cannot be compared with data from previous years.

Final data will be published on 9 July 2027 on the website of the Croatian Bureau of Statistics, under "PC-Axis databases", where it is possible to browse and print data in various forms.

The number of active enterprises has increased on an annual basis

According to provisional results, in 2025 there was a total of **261 304** active enterprises employing **1 373 732** persons.

Within the total number of active enterprises in 2025, the most represented ones were classified in sections Professional, scientific and technical activities (**16.8%**), Construction (13.7%), and Wholesale and retail trade (11.7%).

The largest shares in the total number of employed persons were recorded in Manufacturing (19.9%), Wholesale and retail trade (18.5%), and Construction (12.2%).

In 2025, the largest number of new enterprises appeared in Professional, scientific and technical activities (**5 109 enterprises**) and in Construction (4 709 of them). In the aforementioned activities, the newly-born enterprises also employed the largest number of employed persons, among which Construction was at the top with 6 247 employed persons.

The survival rates had no major deviations compared to previous periods.

Within the total number of enterprise deaths in 2024, the largest shares belonged to enterprises in activity sections Professional, scientific and technical activities (**18.0%**), in Construction (11.4%), and in Wholesale and retail trade (9.8%).

The highest number of employed persons who lost their jobs due to the cessation of an enterprise was in activity sections Professional, scientific and technical activities (3 474) and in Construction (2 757).

In 2025, high-growth enterprises were most represented in Construction (**450 of them**), and they employed 18 862 employees. In terms of the number of employees in the category of high-growth enterprises, those classified in Section C – Manufacturing led the way, employing 21 523 persons in 2025.

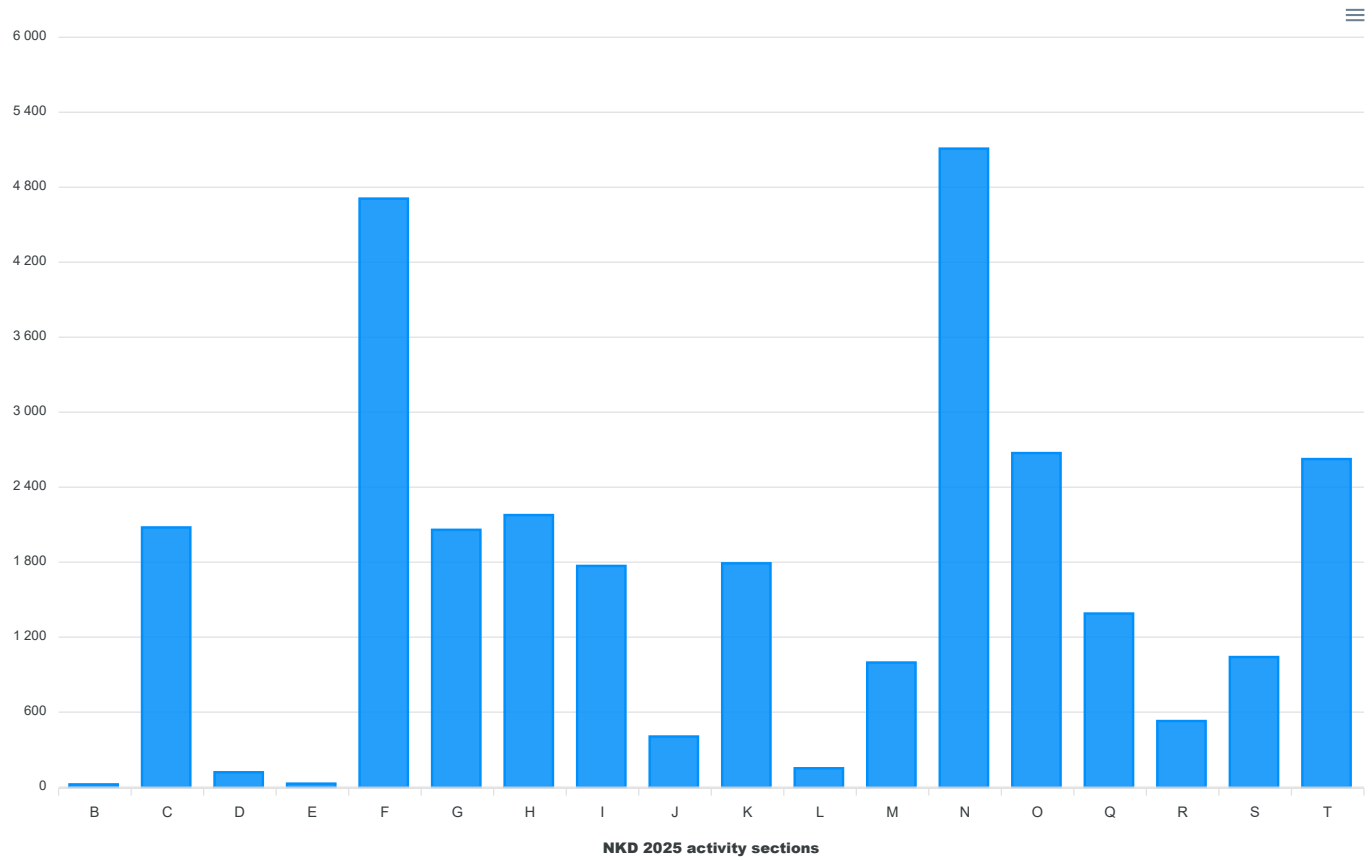
1 NUMBER OF ACTIVE ENTERPRISES AND NUMBER OF EMPLOYEES AND SELF-EMPLOYED PERSONS IN 2025, ACCORDING TO NKD 2025

	Number of active enterprises	Number of employees and self-employed persons
Total	261 304	1 373 732
B Mining and quarrying	196	1 938
C Manufacturing	25 650	272 761
D Electricity, gas, steam and air conditioning supply	948	15 558
E Water supply; sewerage, waste management and remediation activities	760	32 818
F Construction	35 823	167 632
G Wholesale and retail trade	30 567	253 635
H Transportation and storage	16 803	87 131
I Accommodation and food service activities	21 612	132 634
J Publishing, broadcasting, and content production and distribution activities	3 397	10 576
K Telecommunication, computer programming, consulting, computing infrastructure and other information service activities	13 157	58 504
L Financial and insurance activities	1 608	37 671
M Real estate activities	8 355	16 507
N Professional, scientific and technical activities	43 833	103 854
O Administrative and support service activities	16 914	73 170
Q Education	6 173	14 871
R Human health and social work activities	7 266	31 122
S Arts, sports and recreation	5 307	19 629
T Other service activities (except T94)	22 935	43 721

2 NUMBER OF ENTERPRISE BIRTHS AND NUMBER OF EMPLOYEES AND SELF-EMPLOYED PERSONS IN 2025, ACCORDING TO NKD 2025

	Number of enterprise births	Number of employees and self-employed persons
Total	29 672	39 303
B Mining and quarrying	22	22
C Manufacturing	2 078	2 894
D Electricity, gas, steam and air conditioning supply	119	136
E Water supply; sewerage, waste management and remediation activities	28	30
F Construction	4 709	6 247
G Wholesale and retail trade	2 059	2 994
H Transportation and storage	2 177	4 073
I Accommodation and food service activities	1 770	3 311
J Publishing, broadcasting, and content production and distribution activities	405	422
K Telecommunication, computer programming, consulting, computing infrastructure and other information service activities	1 791	2 119
L Financial and insurance activities	151	181
M Real estate activities	997	1 224
N Professional, scientific and technical activities	5 109	5 819
O Administrative and support service activities	2 673	3 342
Q Education	1 389	1 416
R Human health and social work activities	529	974
S Arts, sports and recreation	1 041	1 159
T Other service activities (except T94)	2 625	2 940

G-1 NUMBER OF ENTERPRISE BIRTHS IN 2025, ACCORDING TO NKD 2025



3 SURVIVAL RATE[1)] OF ENTERPRISES BORN FROM 2020 TO 2024

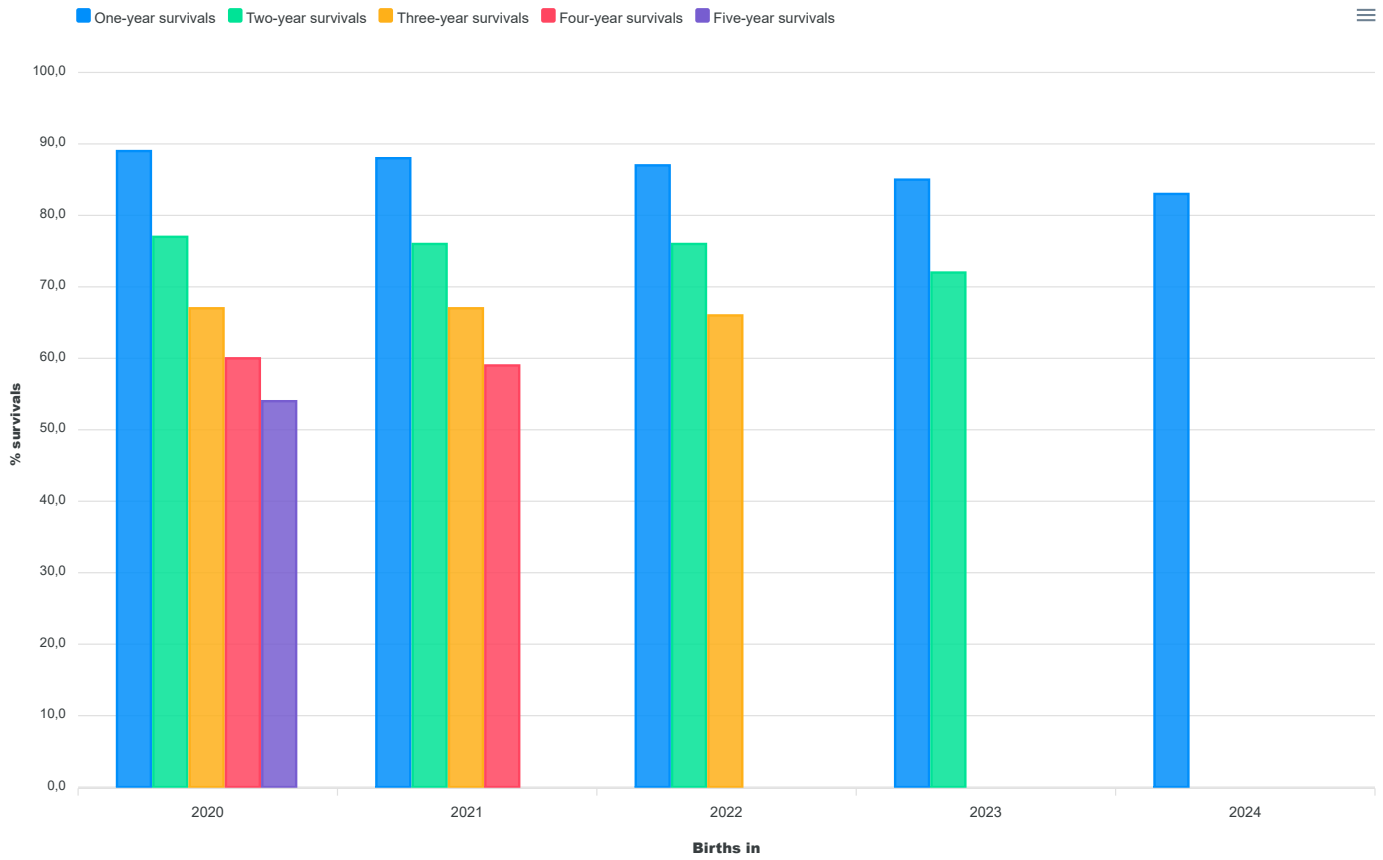
%

	Births in				
	2020	2021	2022	2023	2024
One-year survivals	89	88	87	85	83[2)]
Two-year survivals	77	76	76	72[2)]	...
Three-year survivals	67	67	66[2)]	...	...
Four-year survivals	60	59[2)]	...	...	...
Five-year survivals	54[2)]	...	...	...	...

1) Survival rate represents the percentage of enterprises that were constantly active after the year of birth.

2) Provisional data. Final data will be published in the PC Axis database on 9 July 2027.

G-2 SURVIVAL RATE[1)] OF ENTERPRISES BORN FROM 2020 TO 2024



1) Survival rate represents the percentage of enterprises that were constantly active after the year of birth.

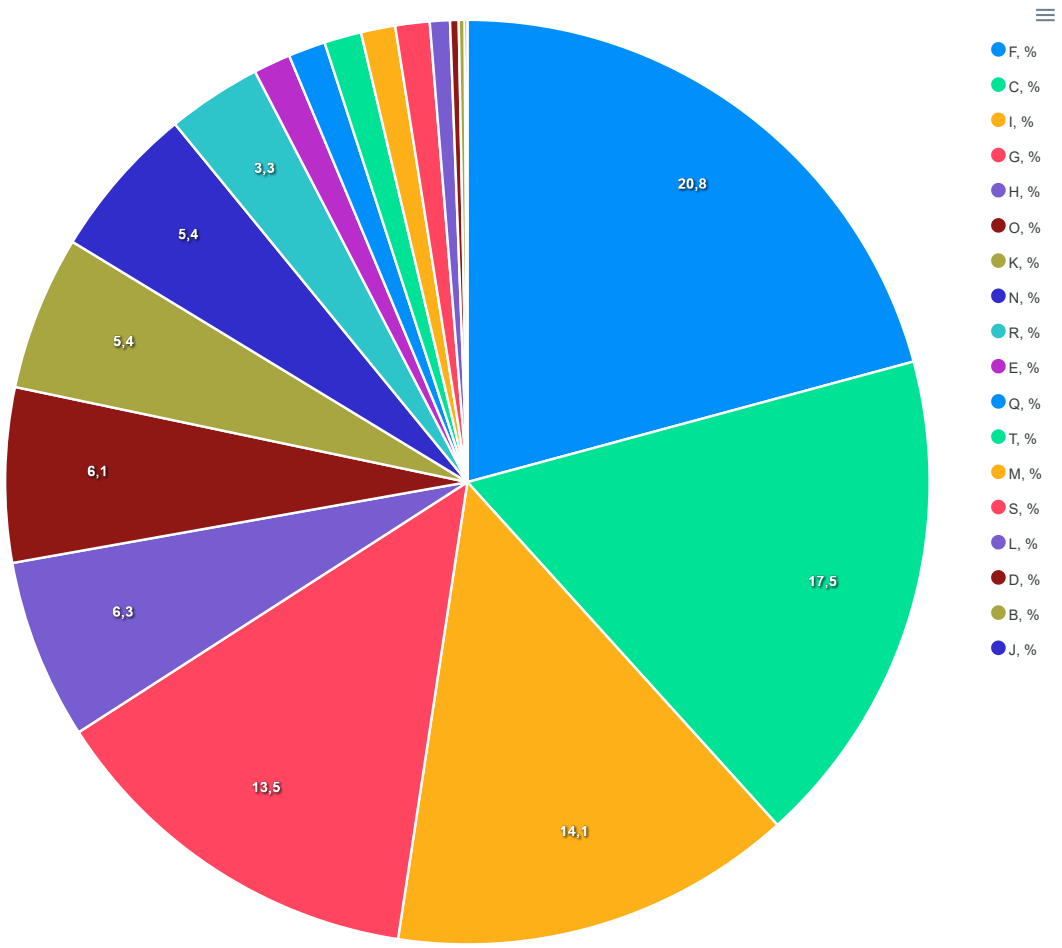
4 NUMBER OF ENTERPRISE DEATHS AND NUMBER OF EMPLOYEES AND SELF-EMPLOYED PERSONS IN 2024, ACCORDING TO NKD 2025

	Number of enterprise deaths	Number of employees and self-employed persons
Total	17 772	21 902
B Mining and quarrying	1	1
C Manufacturing	1 471	2 027
D Electricity, gas, steam and air conditioning supply	60	66
E Water supply; sewerage, waste management and remediation activities	33	43
F Construction	2 026	2 757
G Wholesale and retail trade	1 735	2 224
H Transportation and storage	1 251	1 767
I Accommodation and food service activities	1 499	2 284
J Publishing, broadcasting, and content production and distribution activities	315	322
K Telecommunication, computer programming, consulting, computing infrastructure and other information service activities	1 064	1 139
L Financial and insurance activities	301	121
M Real estate activities	631	665
N Professional, scientific and technical activities	3 196	3 474
O Administrative and support service activities	1 572	1 907
Q Education	537	556
R Human health and social work activities	299	522
S Arts, sports and recreation	481	507
T Other service activities (except T94)	1 300	1 520

5 NUMBER OF HIGH-GROWTH ENTERPRISES AND NUMBER OF EMPLOYEES IN 2025, ACCORDING TO NKD 2025

	Number of high-growth enterprises	Number of employees
Total	2 164	110 292
B Mining and quarrying	4	95
C Manufacturing	378	21 523
D Electricity, gas, steam and air conditioning supply	6	208
E Water supply; sewerage, waste management and remediation activities	28	1 194
F Construction	450	18 862
G Wholesale and retail trade	292	19 186
H Transportation and storage	137	6 304
I Accommodation and food service activities	306	14 920
J Publishing, broadcasting, and content production and distribution activities	3	65
K Telecommunication, computer programming, consulting, computing infrastructure and other information service activities	117	5 647
L Financial and insurance activities	16	807
M Real estate activities	25	869
N Professional, scientific and technical activities	117	4 391
O Administrative and support service activities	131	10 424
Q Education	28	1 138
R Human health and social work activities	71	2 852
S Arts, sports and recreation	26	946
T Other service activities (except T94)	29	861

G-3 STRUCTURE OF HIGH-GROWTH ENTERPRISES IN 2025, ACCORDING TO NKD 2025



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NKD 2025 sections

B Mining and quarrying
C Manufacturing
D Electricity, gas, steam and air conditioning supply
E Water supply; sewerage, waste management and remediation activities
F Construction
G Wholesale and retail trade
H Transportation and storage
I Accommodation and food service activities
J Publishing, broadcasting, and content production and distribution activities
K Telecommunication, computer programming, consulting, computing infrastructure and other information service activities
L Financial and insurance activities
M Real estate activities
N Professional, scientific and technical activities
O Administrative and support service activities
Q Education
R Human health and social work activities
S Arts, sports and recreation
T Other service activities (except T94)

NOTES ON METHODOLOGY

Business demography data are prepared in line with the methodology developed by Eurostat. Methodological standards are applied in accordance with 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.

Data sources

Business demography statistics is based on data from the Statistical Business Register (SBR) of the Croatian Bureau of Statistics.

Observation units

The main observation unit used for business demography statistics is an enterprise. Each enterprise as a whole is assigned a code number of its principal activity according to the National Classification of Activities. The principal activity is determined and updated by the Statistical Business Register. The criterion for determining the principal activity is the largest share in the total value added of an enterprise. If it is not possible to obtain accurate information on the value added, substitute criteria, such as income and/or the number of persons employed, are applied. For enterprises classified in section L – Financial and insurance activities, the observation units are still legal and natural persons that are used as substitutes for enterprises.

Coverage

Business demography data refer to market-oriented enterprises registered in the Statistical Business Register (SBR) that are classified in sections B to T according to the National Classification of Activities, 2025 version, with the exception of section P – Public administration and defence; compulsory social security and division T94 – Activities of membership organisations.

Definitions and explanations

Enterprise in the statistical sense is a business entity that represents an organisational unit for producing goods and/or services and benefits from a certain degree of autonomy. Depending on the business and organisational situation, it may correspond to only one legal unit or a group of several legal units. In addition to legal entities, enterprises also include free lances and crafts (since 2019, also those whose activity has been determined on the basis of lump sum income tax reports). Council Regulation (EEC) No 696/93 on the statistical units for the observation and analysis of the production system in the Community is fully implemented, and enterprises become the central observation unit in business demography.

Number of active enterprises is the number of enterprises registered in the Statistical Business Register that were active during at least a part of the reference year.

An enterprise is considered active if it had employees or generated turnover or investments.

Number of employees and self-employed persons is defined as the total number of persons who work in an enterprise (including working proprietors, partners working regularly in the unit, unpaid family workers and voluntary workers), as well as persons who work outside the enterprise who belong to it and are paid by it, calculated as an annual average.

Number of employees is the number of persons who have an employment contract (which may be formal or informal) and work for an enterprise in return for remuneration in cash or in kind, regardless of where the work is done (inside or outside the enterprise).

Enterprise births include enterprises that started an economic activity in the reference year.

Births exclude events such as split-offs, mergers, break-ups or the restructuring of a set of enterprises.

Enterprise birth is not equal to the registration of an enterprise in a competent register. It is the result of the comparison and analysis of the populations of active enterprises over three consecutive years.

Enterprise deaths include enterprises that have not been economically active for two consecutive years after the last year of activity. Deaths exclude enterprises that ceased to operate due to a split-up, take-over or merger.

Survived enterprise is the one without discontinuity in its activity status in years after the year of birth.

Survival rate of newly-born enterprises in a given reference period is the number of enterprises that were born in year t-n and survived to year t, expressed as a percentage of all enterprises born in year t-n.

Number of high-growth enterprises is the number of enterprises which employ more than 10 paid employees at the beginning of the observed period (t-3), with an average annualised growth of more than 10% during the next three years. The population excludes newly-born enterprises in the base year (t-3) and those whose growth is the result of a merger or takeover of other companies.

Territorial constitution

Enterprises headquartered on the territory of the Republic of Croatia are covered.

Abbreviations

EEC	European Economic Community
EU	European Union
Eurostat	Statistical Office of the European Union

Symbols

...	data not available

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