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# BASIC INDICATORS OF BUSINESS DEMOGRAPHY, 2023 – Provisional Data

The business demography statistics encompasses market-oriented enterprises classified in the sections B to S of the National Classification of Activities – NKD 2007, with the exception of section O – Public administration and defence; compulsory social security and division S94 – Activities of membership organisations.

According to the provisional results, in 2023, there was a total of 240 620 active enterprises employing 1 300 996 persons.

Compared to 2022, this was an increase of 5.8% in the number of active enterprises and 3.6% in the number of employed persons.

Within the total number of active enterprises in 2023, the most represented ones were classified in sections Professional, scientific and technical activities (16.7%), Wholesale and retail trade; repair of motor vehicles and motorcycles (14.7%), and Construction (13.1%).

The largest shares in the total number of employed persons were recorded in Manufacturing (21.2%), Wholesale and retail trade; repair of motor vehicles and motorcycles (19.5%) and Construction (11.5%).

In 2023, the largest number of new enterprises appeared in Professional, scientific and technical activities (5 062 of them), in Construction (4 552 of them) and in Administrative and support service activities (2 907 of them). In the aforementioned activities, the newly-created enterprises also employed the largest number of employed persons, among which Construction was at the top with 6 114 employed persons.

When observing individual activity sections, the largest increase in the number of new enterprises compared to the previous year, 2022, was recorded in Education (63.6%), Electricity, gas, steam and air conditioning supply (59.7%), and Transportation and storage (54.8%). Such a significant increase was caused by an increase in the number of newly-registered enterprises in Sports and recreation education (class 85.51) and Other education n. e. c. (class 85.59) within section P, an increase in the number of producers of electricity from renewable sources (within class 35.11) in section D and a large number of newly-registered enterprises in Taxi operation (class 49.32), Freight transport by road (class 49.41) and Other postal and courier activities (class 53.20) in section H.

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

Within the total number of enterprise deaths in 2022, the largest shares belonged to enterprises in Wholesale and retail trade; repair of motor vehicles and motorcycles (15.6%), in Professional, scientific and technical activities (14.5%) and in Accommodation and food service activities (13.0%). In the mentioned sections, the most enterprise deaths were recorded in the following classes: Non-specialised wholesale trade and Maintenance and repair of motor vehicles (within section G), Business and other management consultancy activities (within section M), and Beverage serving activities (within section I). In the mentioned sections, there was also the highest number of employed persons who lost their jobs due to the cessation of enterprises.

High-growth enterprises – those that have an average annual growth of 10% or more over a three-year period – have been in the spotlight for years as they drive economic growth and create new jobs. In the statistics of high-growth enterprises, enterprises employing 10 or more persons in the first year of the observed period are monitored.

In the period from 2020 to 2023, high-growth enterprises were mostly represented in Manufacturing (396 of them) and they employed 22 806 persons in the last year of observation. In terms of the number of employees in the category of high-growth enterprises, the leading ones were classified in Section I – Accommodation and food service activities, which employed 25 719 persons in 2023.

## 1 NUMBER OF ENTERPRISES, BY ACTIVITY STATUS

	2018	2019 <sup>1)</sup>	2020	2021	2022	2023 <sup>2)</sup>
Number of active enterprises	175 022	207 713	205 790	217 553	227 408	240 620
Number of enterprise births	16 667	26 192	19 281	23 942	26 222	30 081
Number of enterprise deaths	13 739	17 502	14 731	14 399	17 534 <sup>2)</sup>	...

1) Data from 2019 are not comparable with data from previous years due to the enlargement of the coverage of active enterprises.

2) Provisional data. Final data will be published in the database on 11 July 2025.

## 2 NUMBER OF ACTIVE ENTERPRISES AND NUMBER OF PERSONS EMPLOYED, ACCORDING TO NKD 2007

	2021		2022		2023 <sup>1)</sup>	
	Number of enterprises	Number of persons employed	Number of enterprises	Number of persons employed	Number of enterprises	Number of persons employed
Total	217 553	1 214 659	227 408	1 256 179	240 620	1 300 996
B Mining and quarrying	186	1 745	189	1 827	180	1 938
C Manufacturing	23 152	270 764	24 040	274 633	24 732	276 359
D Electricity, gas, steam and air conditioning supply	590	14 690	660	14 810	826	15 130
E Water supply; sewerage, waste management and remediation activities	817	31 005	829	30 990	812	30 844
F Construction	26 678	134 352	28 728	140 198	31 443	149 165
G Wholesale and retail trade; repair of motor vehicles and motorcycles	35 754	242 631	35 600	246 731	35 416	253 097
H Transportation and storage	13 228	74 275	13 545	76 732	14 961	79 666
I Accommodation and food service activities	21 101	107 023	21 425	115 744	21 377	120 331
J Information and communication	13 108	57 833	14 238	62 939	15 036	67 016
K Financial and insurance activities	1 597	38 519	1 630	38 364	1 660	39 552
L Real estate activities	5 754	11 625	6 225	12 586	6 678	13 082
M Professional, scientific and technical activities	35 780	89 425	37 686	92 822	40 293	98 018
N Administrative and support service activities	11 950	59 507	13 103	63 527	14 962	67 802
P Education	3 114	11 186	3 608	12 081	4 554	13 184
Q Human health and social work activities	6 817	27 973	6 850	28 575	7 002	29 699
R Arts, entertainment and recreation	3 431	15 155	3 801	16 042	4 356	17 081
S Other service activities (except S94)	14 496	26 951	15 251	27 578	16 332	29 032

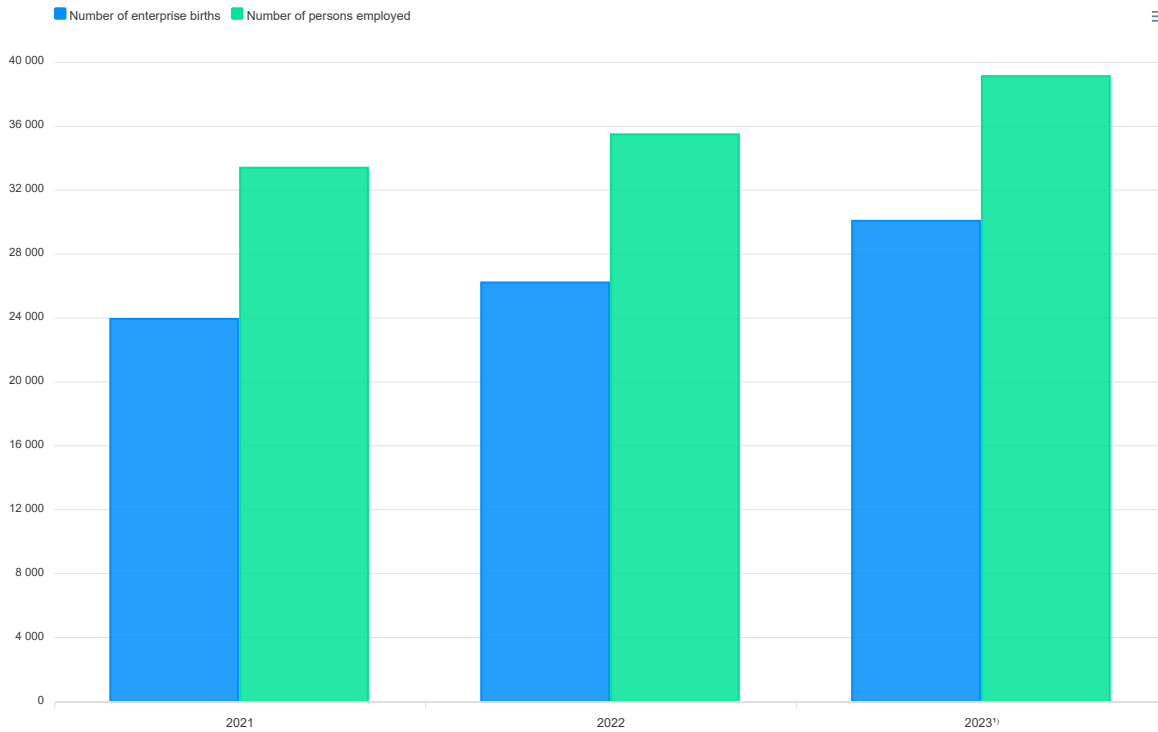
1) Provisional data. Final data will be published in the database on 11 July 2025.

## 3 NUMBER OF ENTERPRISE BIRTHS AND NUMBER OF PERSONS EMPLOYED, ACCORDING TO NKD 2007

	2021		2022		2023 <sup>1)</sup>	
	Number of enterprises	Number of persons employed	Number of enterprises	Number of persons employed	Number of enterprises	Number of persons employed
Total	23 942	33 406	26 222	35 496	30 081	39 138
B Mining and quarrying	7	7	10	10	5	5
C Manufacturing	2 105	3 121	2 101	3 178	2 140	3 242
D Electricity, gas, steam and air conditioning supply	71	83	129	157	206	240
E Water supply; sewerage, waste management and remediation activities	50	78	49	64	45	130
F Construction	3 788	5 606	4 003	5 781	4 552	6 114
G Wholesale and retail trade; repair of motor vehicles and motorcycles	2 761	3 858	2 621	3 552	2 739	3 807
H Transportation and storage	1 344	2 277	1 575	2 282	2 438	3 486
I Accommodation and food service activities	1 752	3 769	2 193	4 422	2 061	3 892
J Information and communication	2 330	2 712	2 237	2 769	2 222	2 556
K Financial and insurance activities	111	168	124	119	152	170
L Real estate activities	794	862	1 021	1 165	998	1 111
M Professional, scientific and technical activities	4 155	4 739	4 354	5 019	5 062	5 882
N Administrative and support service activities	1 574	2 099	2 237	2 652	2 907	3 344
P Education	516	597	717	766	1 173	1 259
Q Human health and social work activities	586	1 110	408	668	442	697
R Arts, entertainment and recreation	456	496	679	813	855	884
S Other service activities (except S94)	1 542	1 824	1 764	2 079	2 084	2 319

1) Provisional data. Final data will be published in the database on 11 July 2025.

## G-1 NUMBER OF ENTERPRISE BIRTHS AND NUMBER OF PERSONS EMPLOYED, 2021 – 2023



1) Provisional data. Final data on the number of enterprise births in 2023 will be published in the database on 11 July 2025.

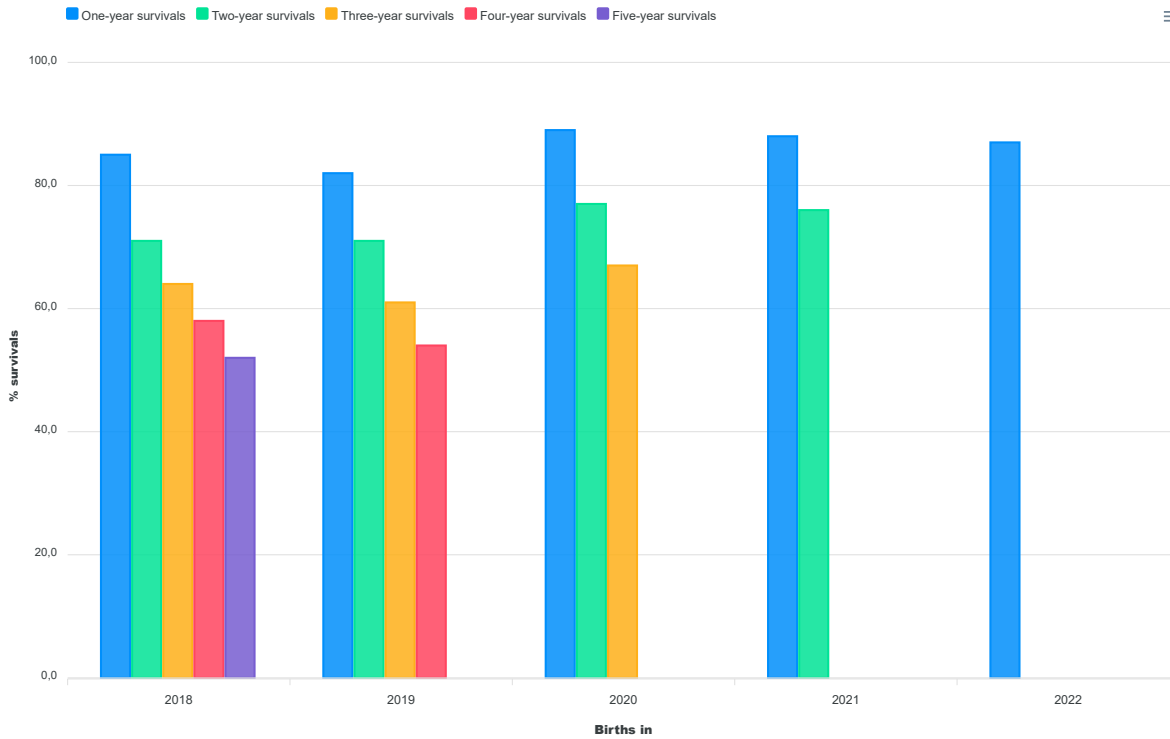
## 4 SURVIVAL RATE<sup>1)</sup> OF ENTERPRISES BORN FROM 2018 TO 2022

	Births in					%
	2018	2019	2020	2021	2022	
One-year survivals	85	82	89	88	87 <sup>2)</sup>	...
Two-year survivals	71	71	77	76 <sup>2)</sup>	...	...
Three-year survivals	64	61	67 <sup>2)</sup>	...	...	...
Four-year survivals	58	54 <sup>2)</sup>	...	...	...	...
Five-year survivals	52 <sup>2)</sup>	...	...	...	...	...

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 database on 11 July 2025.

## G-2 SURVIVAL RATE<sup>1)</sup> OF ENTERPRISES BORN FROM 2018 TO 2022



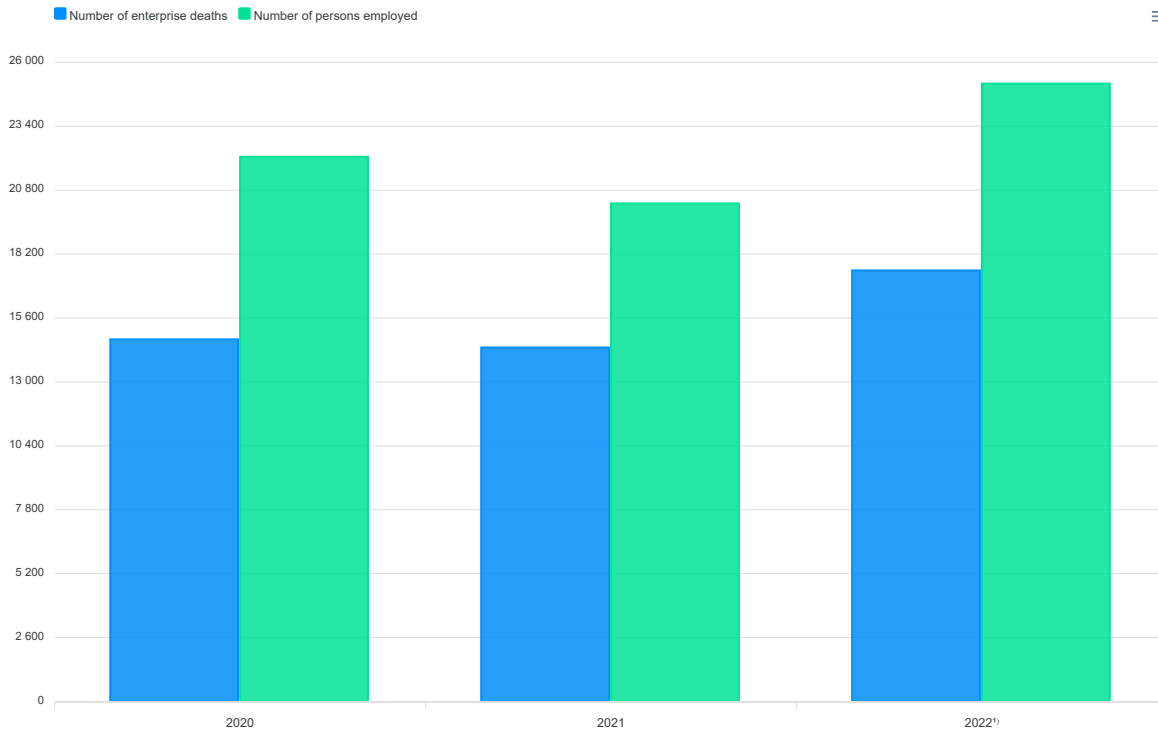
1) Survival rate represents the percentage of enterprises that were constantly active after the year of birth.

## 5 NUMBER OF ENTERPRISE DEATHS AND NUMBER OF PERSONS EMPLOYED, ACCORDING TO NKD 2007

	2020		2021		2022 <sup>1)</sup>	
	Number of enterprises	Number of persons employed	Number of enterprises	Number of persons employed	Number of enterprises	Number of persons employed
Total	14 731	22 160	14 399	20 261	17 534	25 134
B Mining and quarrying	7	8	8	9	15	37
C Manufacturing	1 277	1 912	1 209	1 802	1 674	2 851
D Electricity, gas, steam and air conditioning supply	39	46	21	31	32	34
E Water supply; sewerage, waste management and remediation activities	42	53	29	32	47	56
F Construction	1 501	2 666	1 741	2 731	1 943	3 048
G Wholesale and retail trade; repair of motor vehicles and motorcycles	2 448	3 437	2 271	3 000	2 736	3 651
H Transportation and storage	1 044	1 940	1 083	1 741	1 166	1 918
I Accommodation and food service activities	1 709	3 482	1 536	2 639	2 275	4 299
J Information and communication	1 054	1 141	1 109	1 198	1 573	1 712
K Financial and insurance activities	88	101	75	68	139	198
L Real estate activities	404	456	322	347	368	391
M Professional, scientific and technical activities	2 201	2 593	2 076	2 466	2 544	3 059
N Administrative and support service activities	1 076	1 539	963	1 343	1 220	1 627
P Education	228	285	242	279	298	377
Q Human health and social work activities	442	978	516	1 110	93	126
R Arts, entertainment and recreation	327	378	300	328	294	308
S Other service activities (except S94)	844	1 145	898	1 137	1 117	1 442

1) Provisional data. Final data will be published in the database on 11 July 2025.

### G-3 NUMBER OF ENTERPRISE DEATHS AND NUMBER OF PERSONS EMPLOYED, 2020 – 2022



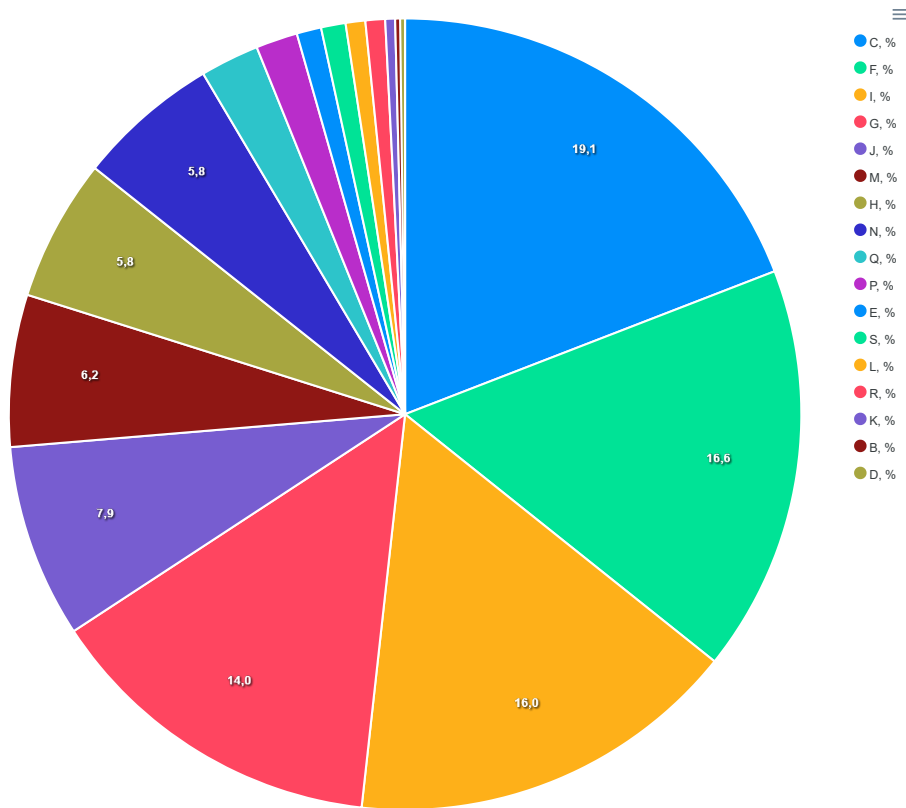
1) Provisional data. Final data on the number of enterprise deaths in 2022 will be published in the database on 11 July 2025.

### 6 NUMBER OF HIGH GROWTH ENTERPRISE AND NUMBER OF EMPLOYEES, ACCORDING TO NKD 2007, 2020 – 2023

	2020 – 2023 <sup>1)</sup>	
	Number of enterprises	Number of employees
Total	2 071	118 181
B Mining and quarrying	4	139
C Manufacturing	396	22 806
D Electricity, gas, steam and air conditioning supply	5	216
E Water supply; sewerage, waste management and remediation activities	20	850
F Construction	344	14 510
G Wholesale and retail trade; repair of motor vehicles and motorcycles	290	15 063
H Transportation and storage	120	5 514
I Accommodation and food service activities	331	25 719
J Information and communication	164	11 151
K Financial and insurance activities	9	582
L Real estate activities	16	535
M Professional, scientific and technical activities	129	4 928
N Administrative and support service activities	120	11 075
P Education	36	1 337
Q Human health and social work activities	49	1 958
R Arts, entertainment and recreation	17	794
S Other service activities (except S94)	21	1 004

1) Provisional data. Final data will be published in the database on 11 July 2025.

#### G-4. STRUCTURE OF HIGH-GROWTH ENTERPRISES, ACCORDING TO NKD 2007, 2020 – 2023<sup>1)</sup>



1) Provisional data. Final data on the number of high-growth enterprises in the period from 2020 to 2023 will be published in the database on 11 July 2025.

#### NKD 2007 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; repair of motor vehicles and motorcycles
- H Transportation and storage
- I Accommodation and food service activities
- J Information and communication
- K Financial and insurance activities
- L Real estate activities
- M Professional, scientific and technical activities
- N Administrative and support service activities
- P Education
- Q Human health and social work activities
- R Arts, entertainment and recreation
- S Other service activities (except S94)

#### NOTES ON METHODOLOGY

Business demography data are prepared in line with the methodology developed by Eurostat and OECD. Since the reference year 2021, methodological standards have been 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, which extends the coverage to the entire section K – Financial and insurance activities and excludes division S94 – Activities of membership organisations.

#### 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 K – 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 SBR that are classified in sections B – S according to the NKD 2007, with the exception of section O – Public administration and defence; compulsory social security and division S94 – 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. Until the 2019 reference year, legal entities and natural persons were treated as proxies for enterprises, while the use of the common EU definition of enterprises will ensure a clear distinction between these terms.

**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.

Enterprise is considered to be active if it either had employment or realised turnover or investments.

**Number of persons employed (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 (paid) 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 mergers, break-ups, split-offs or 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 populations of active enterprises in 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 xx-n and survived to year xx as a percentage of all enterprises born in year xx-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, 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 the merger or takeover of other companies.

## Territorial constitution

Population covers enterprises residing in the Republic of Croatia.

## Abbreviations

EEC	European Economic Community
EU	European Union
Eurostat	Statistical Office of the European Communities
OECD	Organisation for Economic Co-operation and Development

## Symbols

... data not available

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