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BUSINESS OPERATIONS OF ENTERPRISES, 2024 – Provisional Data

Presented data refer to the business economy of the Republic of Croatia concerning activities of all market producers, except for activities classified in section Agriculture, forestry and fishing. The data are published at the level of the statistical unit "enterprise" in accordance with the definition and rules set out in the Council Regulation (EEC) No 696/93 of 15 March 1993 on the statistical units for the observation and analysis of the production system in the Community. They are harmonised with relevant European Union standards, and they are also internationally comparable.

Presented data are not comparable with the data on the structure and business collected and/or processed according to the methodologies having a different approach and/or using different concepts and definitions.

More detailed data by activities and employment size classes are available on the website of the [Croatian Bureau of Statistics](#) under "[PC-Axis databases](#)", which enables browsing and exporting of data in various formats.

The largest share in turnover was generated by enterprises in section G

According to the provisional results, in accordance with the definitions of structural business statistics (see Notes on Methodology), a total of **251 925** enterprises employing **1 350 883** persons were active in the business economy in 2024, and they generated a total turnover of **164.7 billion euro**.

The largest number of enterprises operated in section M (Professional, scientific and technical activities), in which there were 41 569 active enterprises, or 16.5%, and in section G (Wholesale and retail trade; repair of motor vehicles and motorcycles), in which 35 762, or 14.2%, enterprises operated.

The largest number of employed persons was engaged in section C (Manufacturing), 278 481, or 20.6%, and in section G (Wholesale and retail trade; repair of motor vehicles and motorcycles), 261 409, or 19.4%.

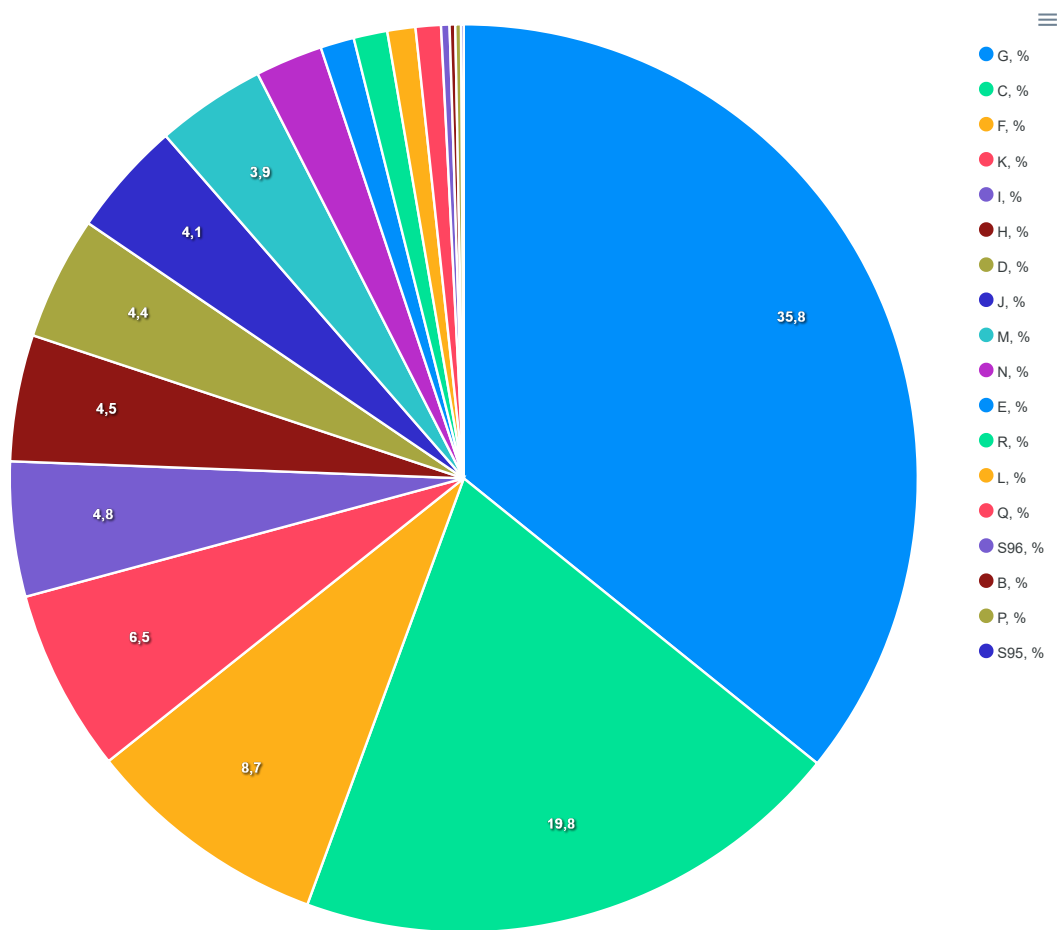
Enterprises in section G (Wholesale and retail trade; repair of motor vehicles and motorcycles) had the largest share in the generated turnover, of 35.8%, or 58.9 billion euro. They were followed by enterprises in section C (Manufacturing), with a generated turnover of 32.5 billion euro, or 19.8%.

1 BASIC STRUCTURAL BUSINESS INDICATORS OF ENTERPRISES, ACCORDING TO NKD 2007, IN 2024

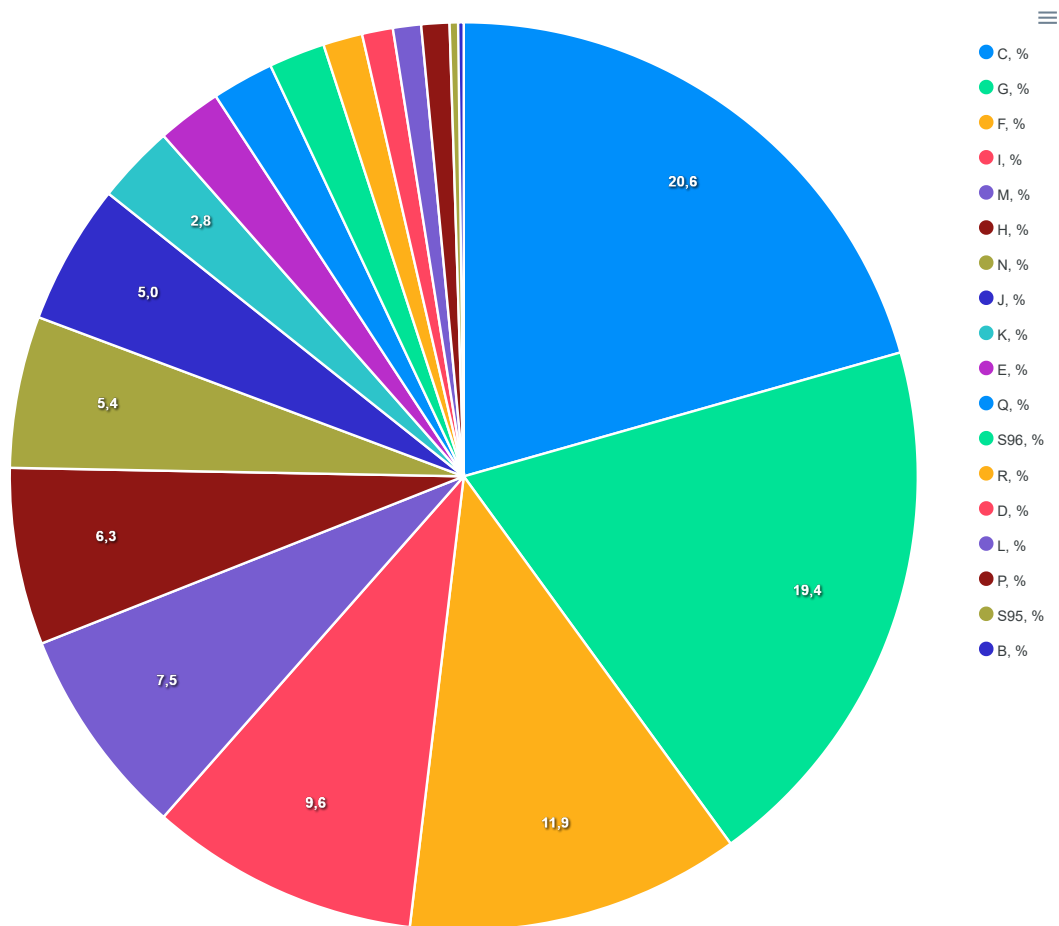
	Number of active enterprises	Number of employees and self-employed persons	Turnover, thousand euro ¹⁾
Business economy	251 925	1 350 883	164 698 368
B Mining and quarrying	182	2 050	304 724
C Manufacturing	25 247	278 481	32 548 895
D Electricity, gas, steam and air conditioning supply	880	15 171	7 312 039
E Water supply; sewerage, waste management and remediation activities	791	31 722	2 000 737
F Construction	33 929	161 269	14 293 591
G Wholesale and retail trade; repair of motor vehicles and motorcycles	35 762	261 409	58 946 620
H Transportation and storage	16 500	85 447	7 356 021
I Accommodation and food service activities	21 716	129 114	7 844 693
J Information and communication	15 682	67 874	6 732 958
K Financial and insurance activities	1 576	37 298	10 636 657
L Real estate activities	6 893	13 377	1 681 535
M Professional, scientific and technical activities	41 569	101 346	6 452 293
N Administrative and support service activities	16 108	72 758	4 004 448
P Education	5 249	13 323	364 588
Q Human health and social work activities	7 081	30 334	1 479 076
R Arts, entertainment and recreation	4 814	18 395	1 948 616
S95 Repair of computers and personal and household goods	2 252	4 286	232 650
S96 Other personal service activities	15 694	27 229	558 227

1) Deviation of sums may occur due to rounding of numbers.

G-1 STRUCTURE OF GENERATED NET TURNOVER, BY NKD 2007 ACTIVITY SECTIONS, 2024



G-2 SHARE OF NUMBER OF EMPLOYEES AND SELF-EMPLOYED PERSONS, BY NKD 2007 ACTIVITY SECTIONS, 2024



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
- S95 Repair of computers and personal and household goods
- S96 Other personal service activities

NOTES ON METHODOLOGY

Structural business statistics of enterprises (SBS) describe the structure, conduct and performance of economic activities of market producers, valued at market prices, by observing the units engaged in those activities. They

provide information on output and performance, size, employment, productivity, national and regional specialisation, investments, etc.

The purpose of structural business statistics surveys is to monitor business operations and provide internationally comparable data in full accordance with European standards of structural business statistics (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 obtained indicators enable the analysis of business and structural changes of the business population. They serve as a basis for performing market analysis and business decision-making as well as for the calculation of the gross domestic product and the assessment of basic macroeconomic categories.

Sources and methods of data collection

The SBS compilation data and those for calculation of indicators are entirely collected from the existing administrative and statistical sources. The principal data source in sections B – J, L – N and P – S is the Annual Financial Report of Entrepreneurs (GFI-POD form) taken over from the Financial Agency, while data in section K are obtained from the Croatian National Bank and the Croatian Financial Services Supervisory Agency. Additional data sources are other financial reports, records of the Tax Administration (profit and income taxes) and own survey of the Croatian Bureau of Statistics – the Annual Report on Gross Investment in Fixed Assets (INV-P form), in accordance with the relevant methodology.

Observation units

The main observation unit used in the structural business statistics is an enterprise – a business entity that makes an organisational unit engaged in producing goods and/or services and benefits from a certain degree of autonomy, in accordance with Council Regulation (EEC) No 696/93 on the statistical units for the observation and analysis of the production system in the Community. Depending on the business and organisational situation, it may correspond to either one legal unit or a group of several legal units. In addition to legal units, enterprises also include free lances and crafts.

Each enterprise as a whole is assigned a code number of its principal activity according to the National Classification of Activities, 2007 version. The principal activity is determined and updated by the Statistical Business Register of the Croatian Bureau of Statistics. 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, the activity classification has to be determined by using substitute criteria such as income and/or the number of employed persons. For enterprises classified in section K – Financial and insurance activities, observation units are still legal entities or natural persons, which are used as proxies for enterprises.

Coverage

Data are presented by sections and divisions of the National Classification of Activities, 2007 version (NKD 2007). They include active enterprises – market producers, that are classified into sections B – N, P – R and divisions S95 and S96, according to their principal activity.

Publishing

Provisional data are published within 11 months after the end of the reference (reporting) year and refer to three variables (Number of active enterprises, Number of employees and self-employed persons and Net turnover). The final results for the entire set of variables are published within 19 months after the end of the reference (reporting) year. After publishing the data in the Republic of Croatia, they are also published by Eurostat.

Confidentiality

Aggregate data, for which confidentiality must be upheld (because of a small number of units, the dominance rule or secondary confidentiality rule), are treated as such and are not published, which is in line with the Official Statistics Act (NN, Nos 25/20, 155/23 and 124/25 – corr.) and the Regulation (EU) 2019/2152 of the European Parliament and of the Council.

Definitions of variables and additional notes on methodology are available in the document [Business Operations of Enterprises since 2021 – Notes on Methodology](#).



The survey whose data are published in this First Release has been conducted with the financial assistance of the European Union. The contents of this document are the sole responsibility of the Croatian Bureau of Statistics and can under no circumstances be regarded as reflecting the position of the European Union.

Abbreviations

EEC	European Economic Community
Eurostat	Statistical Office of the European Union
NN	Narodne novine, official gazette of the Republic of Croatia

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