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BUSINESS OPERATIONS OF ENTERPRISES, 2024

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 operations 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. Final data are slightly different from provisional due to the more complete data sources and more detailed analytical process.

Manufacturing and trade sections are the most important activity sections of business economy of the Republic of Croatia

In 2024, there was a total of **252 125** active enterprises in business economy of the Republic of Croatia employing **1 352 144** persons. Those enterprises generated a total turnover of approximately **165.4 billion** euro and a value added of **51.9 billion** euro.

Output and performance

Enterprises operating in section C (Manufacturing) generated the highest value added, as much as 9.6 billion euro, or 18.5%. They were followed by enterprises in section G (Wholesale and retail trade; repair of motor vehicles and motorcycles) with 9.1 billion euro, or 17.6%. Enterprises in section G had the largest share in the generated turnover, with a generated turnover of 59.3 billion euro, or 35.9%, followed by enterprises in section C, with a generated turnover of 32.4 billion euro, or 19.6%.

Labour inputs

The largest number of employed persons was engaged in section C (Manufacturing), 278 470 of them, or 20.6%, and in section G (Wholesale and retail trade; repair of motor vehicles and motorcycles), 261 825 of them, or 19.4%.

Business population

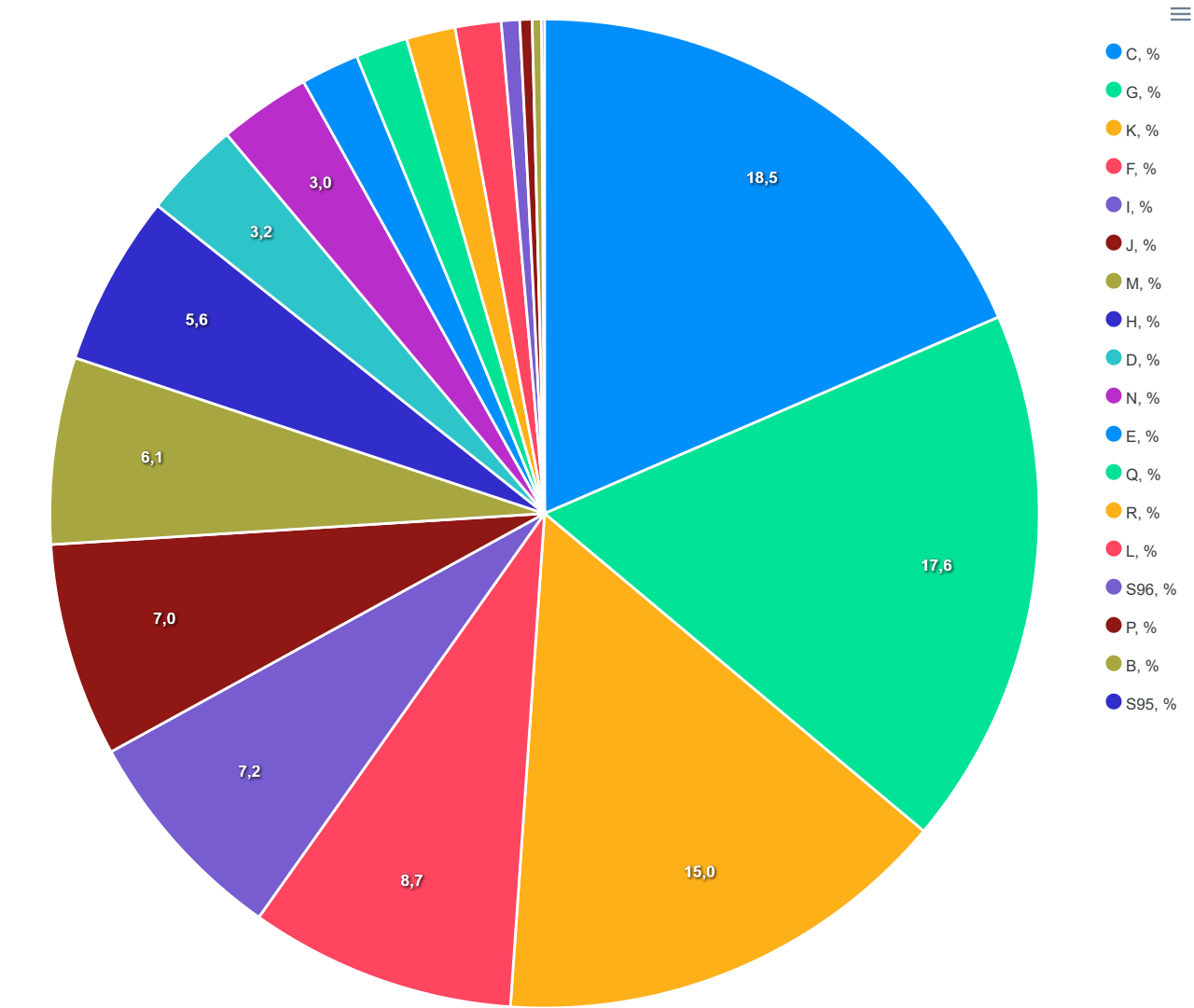
The largest number of enterprises operated in section M (Professional, scientific and technical activities), in which there were 41 615 enterprises actively operating, or 16.5%, and in section G (Wholesale and retail trade; repair of motor vehicles and motorcycles), in which there were 35 832 enterprises operating, or 14.2%.

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 ¹⁾	Value added ¹⁾
			Thousand euro	
Business economy	252 125	1 352 144	165 401 103	51 943 510
B Mining and quarrying	183	2 051	308 358	145 359
C Manufacturing	25 228	278 470	32 432 821	9 598 734
D Electricity, gas, steam and air conditioning supply	879	15 185	7 660 479	1 656 421
E Water supply; sewerage, waste management and remediation activities	790	31 679	2 000 709	996 402
F Construction	33 965	161 695	14 333 308	4 517 147
G Wholesale and retail trade; repair of motor vehicles and motorcycles	35 832	261 825	59 315 127	9 127 512
H Transportation and storage	16 508	85 573	7 372 943	2 920 863
I Accommodation and food service activities	21 733	129 289	7 853 605	3 721 958
J Information and communication	15 685	67 853	6 737 436	3 645 620
K Financial and insurance activities	1 585	37 354	10 661 824	7 780 749
L Real estate activities	6 904	13 389	1 677 646	806 107
M Professional, scientific and technical activities	41 615	101 502	6 470 996	3 146 601
N Administrative and support service activities	16 117	72 688	3 988 202	1 556 315
P Education	5 253	13 331	364 745	213 814
Q Human health and social work activities	7 081	30 338	1 483 208	873 329
R Arts, entertainment and recreation	4 817	18 399	1 948 754	856 435
S95 Repair of computers and personal and household goods	2 252	4 286	232 650	80 566
S96 Other personal service activities	15 698	27 237	558 293	299 578

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

G-1 STRUCTURE OF GENERATED VALUE ADDED, ACCORDING TO NKD 2007 ACTIVITY SECTIONS, 2024



- 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 income and expenditures, 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 of 15 March 1993 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.

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, 124/25 – corr. and 69/26) and the Regulation (EU) 2019/2152 of the European Parliament and of the Council.

Additional notes on methodology are available in the document [Business operations of enterprises since 2021 – Notes on Methodology](#)

Abbreviations

EEC	European Economic Community
NN	Narodne novine, official gazette of the Republic of Croatia

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