DRŽAVNI ZAVOD ZA STATISTIKU
CROATIAN BUREAU OF STATISTICS

First Release

Year: LXIII. Zagreb, 30 April 2026 USL-2026-1-1/3

ISSN 1334-0557

RETAIL TRADE, MARCH 2026

In March 2026, the retail trade turnover increased in real terms at the annual level and at the monthly level.

The retail trade of automotive fuels and lubricants in real terms increased at the monthly level and decreased at the annual level

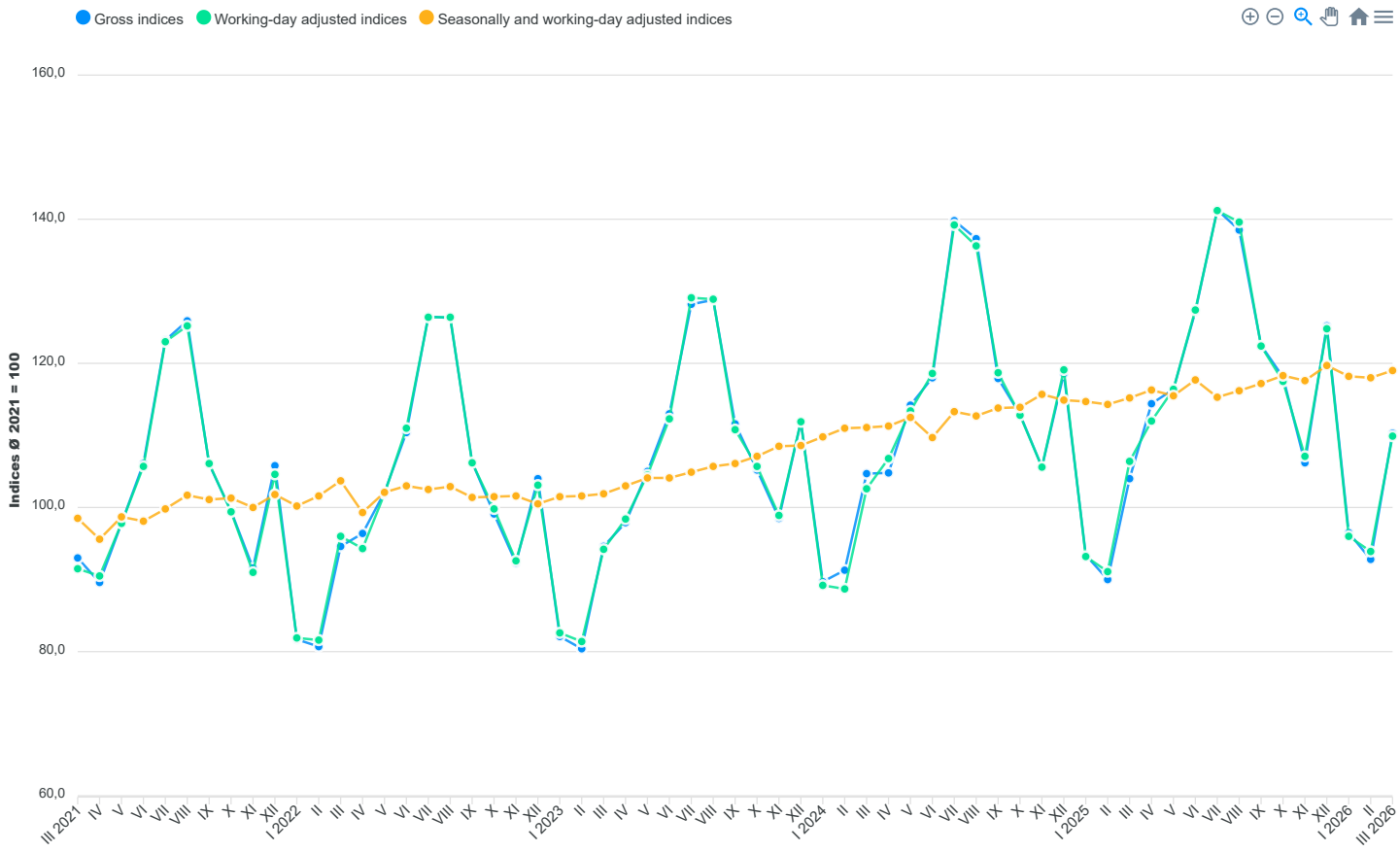
In March 2026, the total seasonally and working-day adjusted retail trade turnover was in real terms **0.9%** higher than in February 2026. Out of that, the retail trade turnover of automotive fuels and lubricants increased by 6.4% and the retail trade turnover of non-food products (except for automotive fuels and lubricants) by 2.4%, while the retail trade turnover of food products decreased by 0.8%.

Real retail trade turnover has continued to increase for the 36th consecutive month at the annual level

In March 2026, compared to the same month of the previous year, the total working-day adjusted retail trade turnover increased in real terms by **3.3%**. Out of that, the retail trade turnover of food, beverages and tobacco increased by 3.1% and the retail trade turnover of non-food products (except for automotive fuels and lubricants) by 8.0%, while the retail trade turnover of automotive fuels and lubricants decreased by 4.7%.

In the first three months of 2026, the working-day adjusted retail trade turnover increased by 3.1% in real terms, compared to the same period of the previous year.

G-1 VOLUME RETAIL TRADE TURNOVER INDICES, 2021 – 2026



1 RETAIL TRADE TURNOVER - SEASONALLY AND WORKING-DAY ADJUSTED GROWTH RATES[1)]

%

NKD 2007 activity code		Retail trade turnover					
		Value indices			Volume indices		
		I 2026 / XII 2025	II 2026 / I 2026	III 2026 / II 2026	I 2026 / XII 2025	II 2026 / I 2026	III 2026 / II 2026
47	Retail trade, except of motor vehicles and motorcycles	-1,5	0,1	2,4	-1,2	-0,2	0,9
47.11 + 47.2	Retail trade of food, beverages and tobacco	1,2	0,1	-0,7	1,9	-2,9	-0,8
47.19 + 47.4 + 47.5 + 47.6 + 47.7 + 47.8 + 47.9	Retail trade of non-food products (except of automotive fuels and lubricants)	0,0	0,6	2,5	-0,5	0,5	2,4
47 – 47.3	Retail trade, except of automotive fuels and lubricants in specialised stores	1,1	0,4	0,0	1,0	0,3	-0,9
47.3	Retail trade of automotive fuels and lubricants	-9,0	-5,0	16,7	-11,3	-3,6	6,4
47.91	Retail sale via Internet or via mail order	0,8	2,1	-6,2	3,2	3,1	-5,6

1) Time series on retail trade turnover starting with 2000, published with the base year 2021 = 100, and monthly growth rates are available in Excel tables on the website of the Croatian Bureau of Statistics within Databases under the title STS Databases.

2 RETAIL TRADE TURNOVER - WORKING-DAY ADJUSTED RETAIL TRADE GROWTH RATES[1)]

%

NKD-a 2007 activity code		Retail trade turnover							
		Value indices				Volume indices			
		I 2026 / I 2025	II 2026 / II 2025	III 2026 / III 2025	I – III 2026 / I – III 2025	I 2026 / I 2025	II 2026 / II 2025	III 2026 / III 2025	I – III 2026 / I – III 2025
47	Retail trade, except of motor vehicles and motorcycles	4,5	4,7	6,6	5,3	3,0	3,1	3,3	3,1
47.11 + 47.2	Retail trade of food, beverages and tobacco	8,4	9,6	7,4	8,4	6,1	5,8	3,1	4,9
47.19 + 47.4 + 47.5 + 47.6 + 47.7 + 47.8 + 47.9	Retail trade of non-food products (except of automotive fuels and lubricants)	7,4	7,8	10,1	8,5	5,4	6,5	8,0	6,7
47 – 47.3	Retail trade, except of automotive fuels and lubricants in specialised stores	8,0	8,7	7,6	8,1	5,6	6,1	4,6	5,4
47.3	Retail trade of automotive fuels and lubricants	-12,8	-14,0	2,7	-7,7	-5,7	-8,7	-4,7	-6,3
47.91	Retail sale via Internet or via mail order	9,3	13,3	3,8	8,6	7,8	13,0	4,9	8,4

1) Time series on retail trade turnover starting with 2000, published with the base year 2021 = 100, and annual growth rates starting with 2001, are available in Excel tables on the website of the Croatian Bureau of Statistics within Databases under the title STS Databases.

3 GROSS (UNADJUSTED) VALUE INDICES OF RETAIL TRADE TURNOVER, BY BRANCHES

Trade branches		Share in total turnover, % III 2026	Impact on total index, %[1] III 2026 III 2025	III 2026 II 2026	III 2026 III 2025	I – III 2026 I – III 2025
	Total	100,0	-	120,6	109,6	106,3
	Total, except of motor vehicles, parts and accessories for motor vehicles, motorcycles and related parts and accessories, and automotive fuels and lubricants	80,0	-	118,6	110,9	109,4
01 + 03 + 04	Motor vehicles, parts and accessories for motor vehicles, motorcycles and related parts and accessories	4,9	1,0	113,8	119,6	111,7
30	Automotive fuels and lubricants	15,1	0,4	134,9	102,7	92,3
11	Non-specialised retail trade with food, beverages and tobacco predominating	35,9	4,0	117,8	111,0	110,1
19	Other non-specialised retail trade with non-food products	7,5	0,8	128,1	111,1	109,9
21 + 22 + 23 + 24 + 25 + 26 + 29	Specialised stores with food, beverages and tobacco	5,6	0,6	113,3	111,4	109,7
73 + 74 + 75	Dispensing chemists, medical and orthopaedic goods, optical products, cosmetic and toilet articles	9,5	1,1	108,7	111,5	109,0
51 + 71 + 72	Textile, clothing, footwear and leather goods	6,0	0,5	126,2	108,9	108,4
43 + 52 + 54 + 59 + 63	Audio and video equipment, hardware, paints and glass, electrical household appliances, furniture and other household articles	9,5	0,4	118,4	104,7	103,9
41 + 42 + 53 + 61 + 62 + 64 + 65 + 76 + 77 + 78 + 79	Computer equipment, books and newspapers, games and toys, flowers and seeds, watches and jewellery and other specialised products	6,0	1,1	128,8	117,6	112,3

1) Impact on the total index is a product of the multiplication of a trade branch's share in the total turnover and the rate of growth or fall in turnover in a month of the current year in relation to the same month of the previous year divided by 100.

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.

Data at the level of the new observation unit are available from January 2005 and onwards, while for the period from 2000 to 2004 they are published at the enterprise level.

Time series of retail trade turnover starting with 2000, published with the base year 2021 = 100, annual and monthly growth rates, are available in Excel tables on the website of the Croatian Bureau of Statistics within **Databases** under the titles STS Databases and PC-Axis Databases, and within **Statistics in Line** under the title Economy – Basic Indicators. The tables in databases published with the old 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 https://podaci.dzs.hr/en.

Sources and methods of data collection

The data are based on the Monthly Report on Retail Trade (TRG-1 form) and administrative data sources (Tax Administration fiscalisation file).

The data are collected via a web-based application (the so-called CAWI). The reporting units enter data directly into the TRG-1 e-form, which is available on the Data Dissemination and Collection Portal of the Croatian Bureau of Statistics at https://podaci.dzs.hr/hr/obrasci/trgovina-i-ostale-usluge/. The period for data collection ranges each month, as a rule, between the 1st and the 20th day in a month for the previous reference month data.

The methodology for this survey is based on 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 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 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.

Coverage and comparability

The statistical unit of the retail trade turnover index is a kind-of-activity unit. The observation units are business entities (legal entities and tradesmen) registered in retail trade as their main activity (division 47 of the NKD 2007) as well as selected business entities registered in other activities if performing retail trade activities. The most significant multi-industry enterprises have been divided into so-called kind-of-activity units to improve the homogeneity of the results of statistical surveys by activity, and thus the international comparability of these results.

The survey is carried out using the sampling method. The sample frame consists of business entities and parts thereof registered in the Statistical Business Register of the Croatian Bureau of Statistics. Since 2021, the sample selection frame has been expanded using an administrative data source (Tax Administration fiscalisation file).

Business entities are divided by their main activity on the basis of the NKD 2007 (NN, Nos 58/07 and 123/08). By size, they are divided into classes from 1 to 7.

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. For business entities engaged primarily in non-trade activities, the number of persons in employment in trade activities is taken into account.

The method used to select the sample is the cut-off method. The sample covers all business entities employing 10 and more persons as well as business entities selected by using the cut-off method employing less than 10 persons and covering 70% of the total turnover in each class of division 47 of the NKD 2007. Due to the application of the cut-off method for selecting the sample, the standard error and the coefficient of variation are not calculated.

Seasonal and working-day adjustment method

Since 2016, in the process of seasonal adjustment the software package JDemetra+ and 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 the previously published seasonally and working-day adjusted indices is due to several causes. The most common cause is the 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.

Notice concerning the terminology

In the Croatian language, the term ''kalendarsko prilagođavanje'' (calendar adjustment) is not the literal translation of the term ''working-day adjustment'' in English, which means ''adjustment for the number of working days''. It is used in order to prevent misunderstandings by national users.

The term ''working-day adjustment'' in short-term business statistics actually refers to calendar adjustment, but due to specific Eurostat's terminological requirements for short-term business statistics, the term ''working-day adjustment'' is used instead.

Seasonally and working-day adjusted indices

The seasonally and working-day adjusted indices imply that the gross indices are adjusted for seasonal and calendar effects. Indices adjusted in that way and associated rates of change in two consecutive observations are used to compare data with data from the previous month.

In line with the above mentioned, month-on-month growth rates of turnover calculated on the basis of seasonally and working-day adjusted indices are presented and interpreted (the comparison between the indices of the current reporting month with the indices of the previous reporting month) in the monthly comparison (First Release, Table 1).

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 associated inter-annual rates of change are used to compare data with data from the same month of the previous year.

In line with the above mentioned, year-on-year growth rates of the volume of turnover calculated on the basis of working-day adjusted indices are presented and interpreted (comparison between indices of the reporting month with the indices of the same reporting month of the previous year) in the annual comparison (First Release, Table 2).

Trend indices

Time series of trend indices are released with each revision of seasonally adjusted data in Excel tables on the website of the Croatian Bureau of Statistics within the **Databases** under the titles STS Databases and PC-Axis Databases, and within **Statistics in Line** under the title Economy – Basic Indicators.

Gross indices

The time series of gross, unadjusted indices are released in Excel tables on the website of the Croatian Bureau of Statistics within **Databases** under the titles STS Databases and PC-Axis Databases, and within **Statistics in Line** under the title Economy – Basic Indicators.

Data are regularly sent to Eurostat every month (in the form of value and volume gross, seasonally and working-day adjusted indices on the basis of 2021). They are available on Eurostat's website together with the indicators of other EU Member States they are comparable with.

Definitions

Turnover is the total value of all goods sold and services provided on the market in a month, irrespective of whether paid up or not. It also includes the value added tax.

Retail trade turnover is a turnover generated by all business entities engaged in this activity, irrespective of their registered main activity.

The results are published in the form of nominal (value indices) and real indices (volume indices).

Value indices show the turnover movements in current prices.

Volume indices are calculated by deflating the value indices by the retail trade price index of goods (without electricity and water distribution) according to the consumer price index.

Retail trade branches

Retail trade branches represent the actual predominant assortment of sales in the retail trade. Since January 2024, the main criterion for monitoring the turnover by trade branches has been based on what is sold, not on sales channels, and turnover indices for the following trade branches are no longer published: Retail sale via Internet or via mail order and Other non-store retail sale.

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

Symbols

-	no occurrence
0,0	value not zero but less than 0.05 of the unit of measure used

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.

Published by the Croatian Bureau of Statistics, Zagreb, Ilica 3, P. O. B. 80
Phone: (+385 1) 48 06 111
Press corner: press@dzs.hr

Persons responsible:
Milenka Primorac Čačić, Director of Business Statistics Directorate
Lidija Brković, Acting Director General

Prepared by:
Josipa Kalčić Ivanić, Ana Ivešić and Sanja Godec

USERS ARE KINDLY REQUESTED TO STATE THE SOURCE.

Customer Relations and Data Protection Department

Information and user requests
Phone: (+385 1) 48 06 138, 48 06 154, 48 06 115
E-mail: stat.info@dzs.hr

Subscription
Phone: (+385 1) 21 00 455
E-mail: prodaja@dzs.hr