



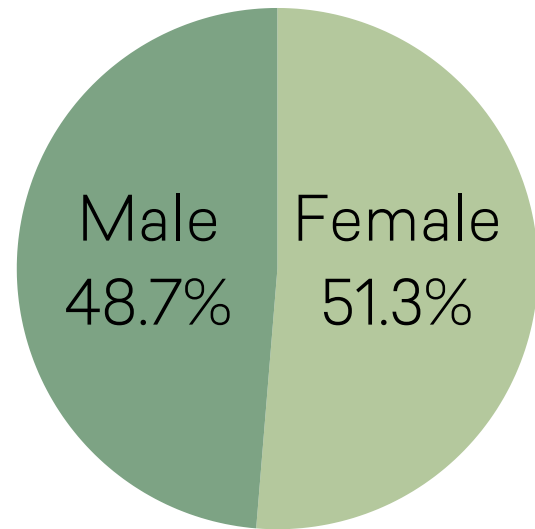
Digital Marketing in Croatia

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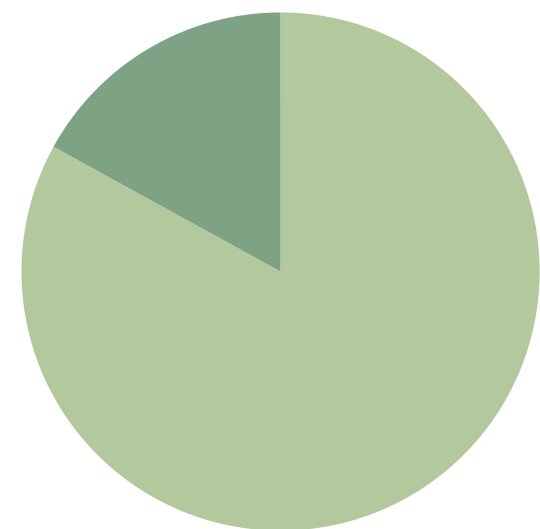


INTRODUCTION TO CROATIA



- The total population of Croatia as of January 2023 was 4.02 million
- Their population equates to 0.05% of the global population and they rank 130th in the world

Non Internet Users
17%



Internet Users
83%

- The internet penetration rate is 83%
- Croatia boasts one of the most developed economies in Southeast Europe, and is one of the wealthiest countries in the Balkans, thanks to a number of innovative companies that have strong growth potential such as Mindsmiths, PitchSee, Swen and Wasp



REASONS YOU SHOULD CONSIDER MARKETING IN CROATIA



Located on the crossroads between central and southeast Europe, its geographic position provides a good opportunity for expanding into nearby the countries



Excellent highway network, ICT infrastructure which makes transporting goods easier



A growing demand for UK goods, as UK brands are currently under-represented in the Croatian market, which highlights untapped potential



Strong internet penetration rate which provides opportunities to market through digital channels



Consumers have a strong preference to shop with international online retailers and 40% of internet users buy mostly from foreign websites



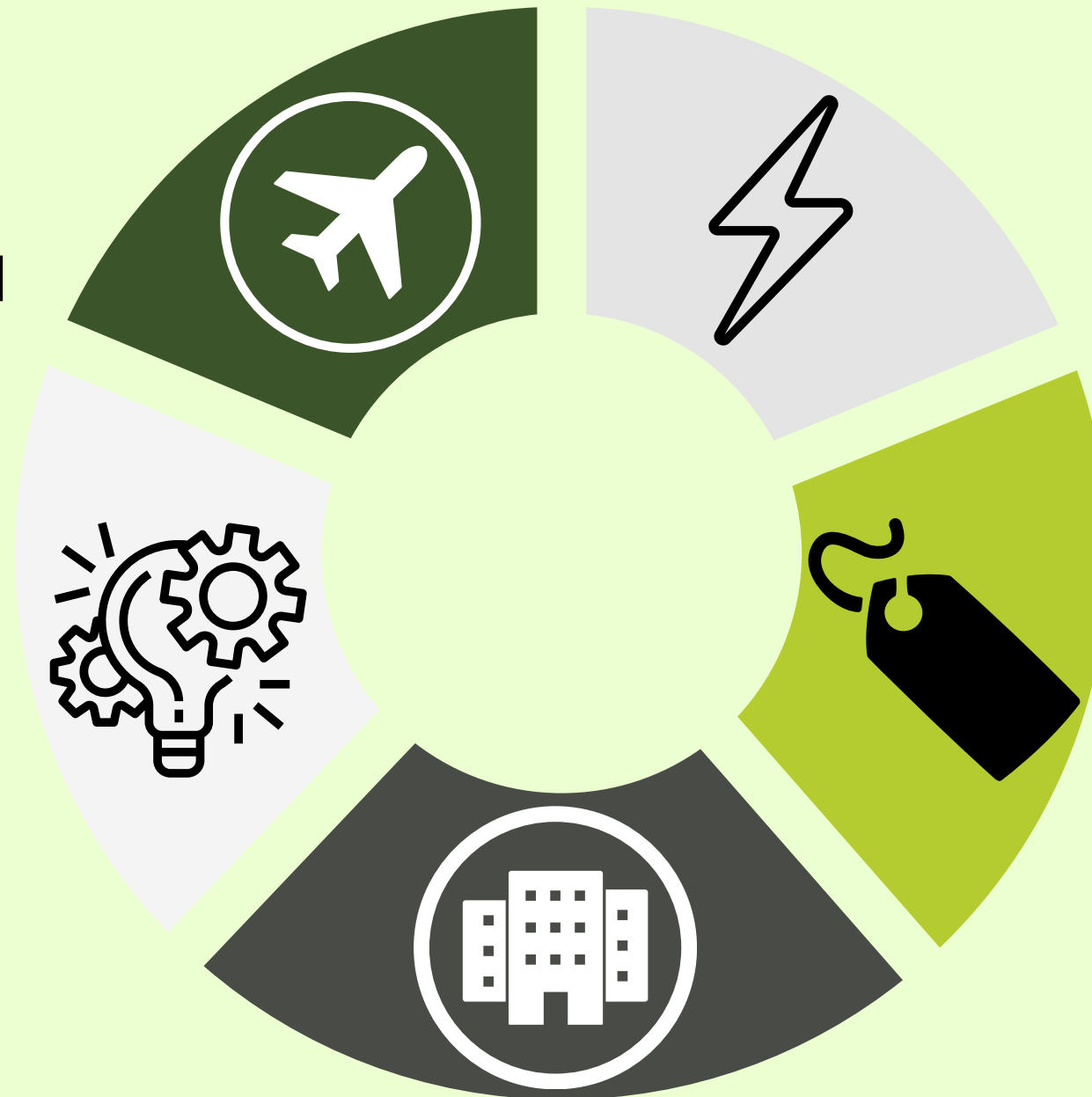
INDUSTRY OPPORTUNITIES

LEISURE & TOURISM

Export opportunities includes demand in the food & drink, hospitality and experience economy sectors

TECH

Recent regulations to lower operating costs for IT companies in an effort to promote investment and create opportunities for international organisations.



ENERGY

In this industry, the national priority is to build domestic energy capacity. Export opportunities include expertise for new power plant buildings or supplying energy related technologies

RETAIL

There is untapped potential for UK retailers such as high-street brands or sellers of luxury goods and products

INFRASTRUCTURE

Investments in transport prevents opportunities such as logistics outsourcing, transport specialists or vehicle manufacturers

INTERNET USER BREAKDOWN

There were 3.34 million internet users
in Croatia in January 2023



Search Engines:



Google - 96.9%



Bing - 3.2%



DuckDuckGo - 0.3%

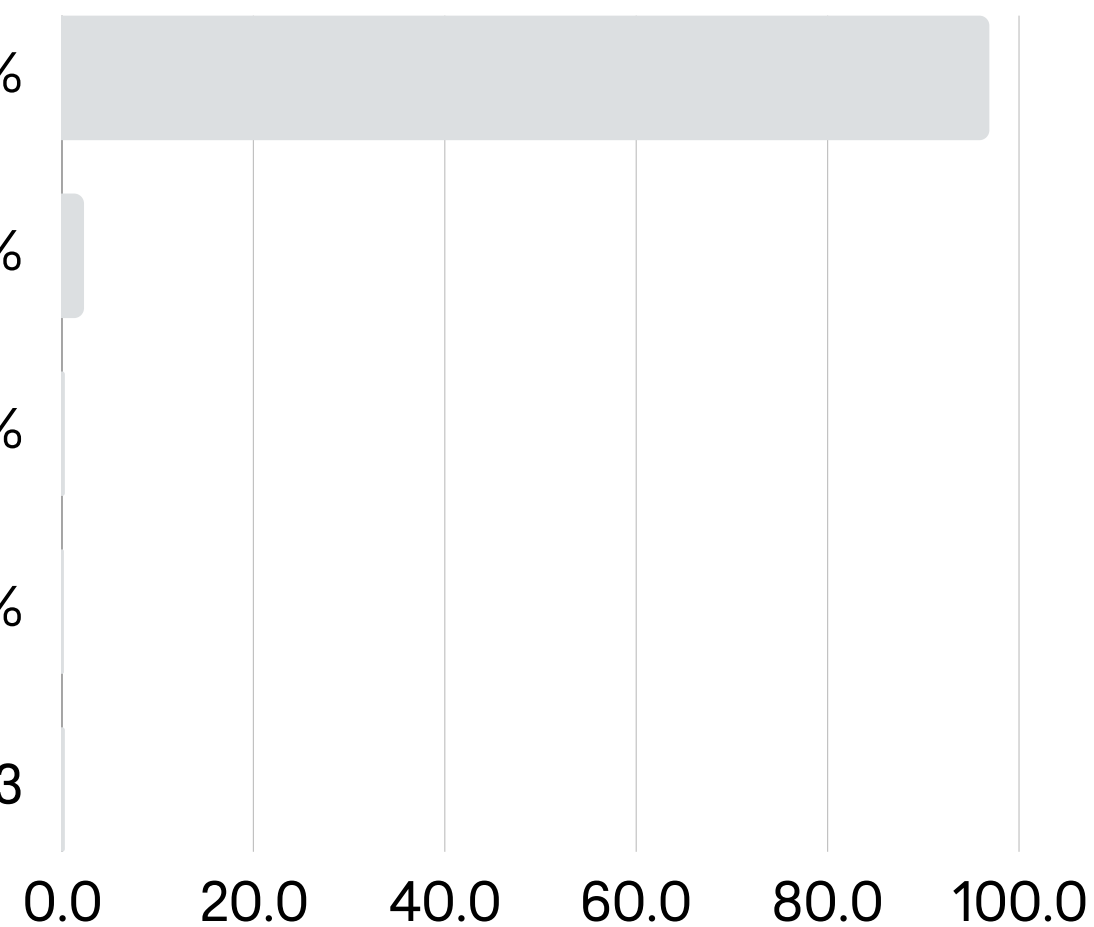


Yahoo! - 0.2%



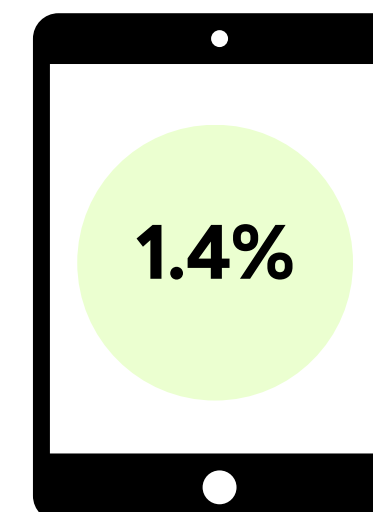
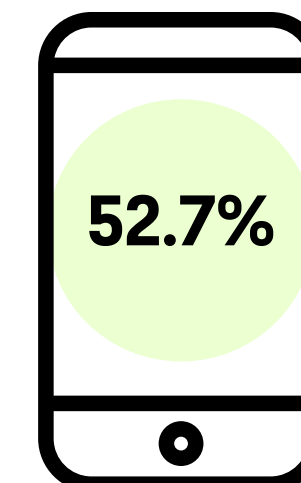
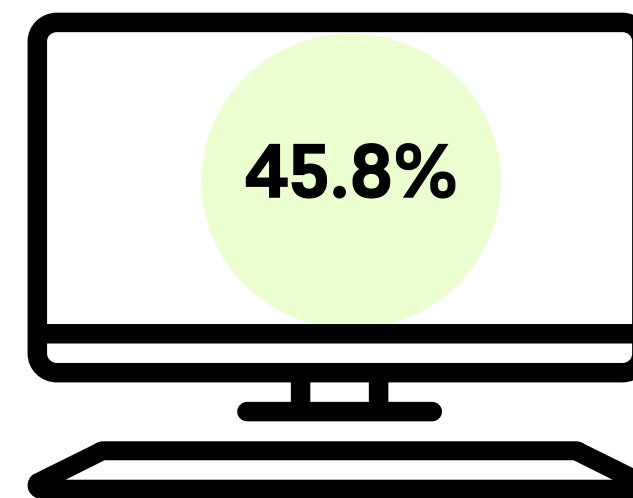
Other - 0.3%

Market Share Percentages




Serps Invaders

DEVICE SHARE



TYPICAL CROATIAN USER



2.52 million Croatians are purchasing consumer goods via the internet

37.4% of online consumer goods purchases in 2022 were made via mobile phones

Almost 90% of Croatian internet users actively look for information on a product before they purchase it

100% of internet users aged 16-24 years connect to the internet daily

97% for those between 25-34 years

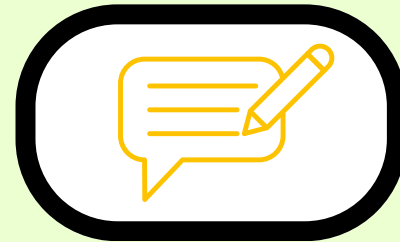
93% for 35-44 years connect daily

85% for 45-54 years and 77% for over 55s

POPULAR TYPES OF CONTENT



If you're a business selling products consider creating how to guides, instructional content or explainer videos as consumers actively research products before they purchase



This also supports search on desktop, as users are looking for more detailed information, and generally spend longer on pages, which also lends itself to longform content



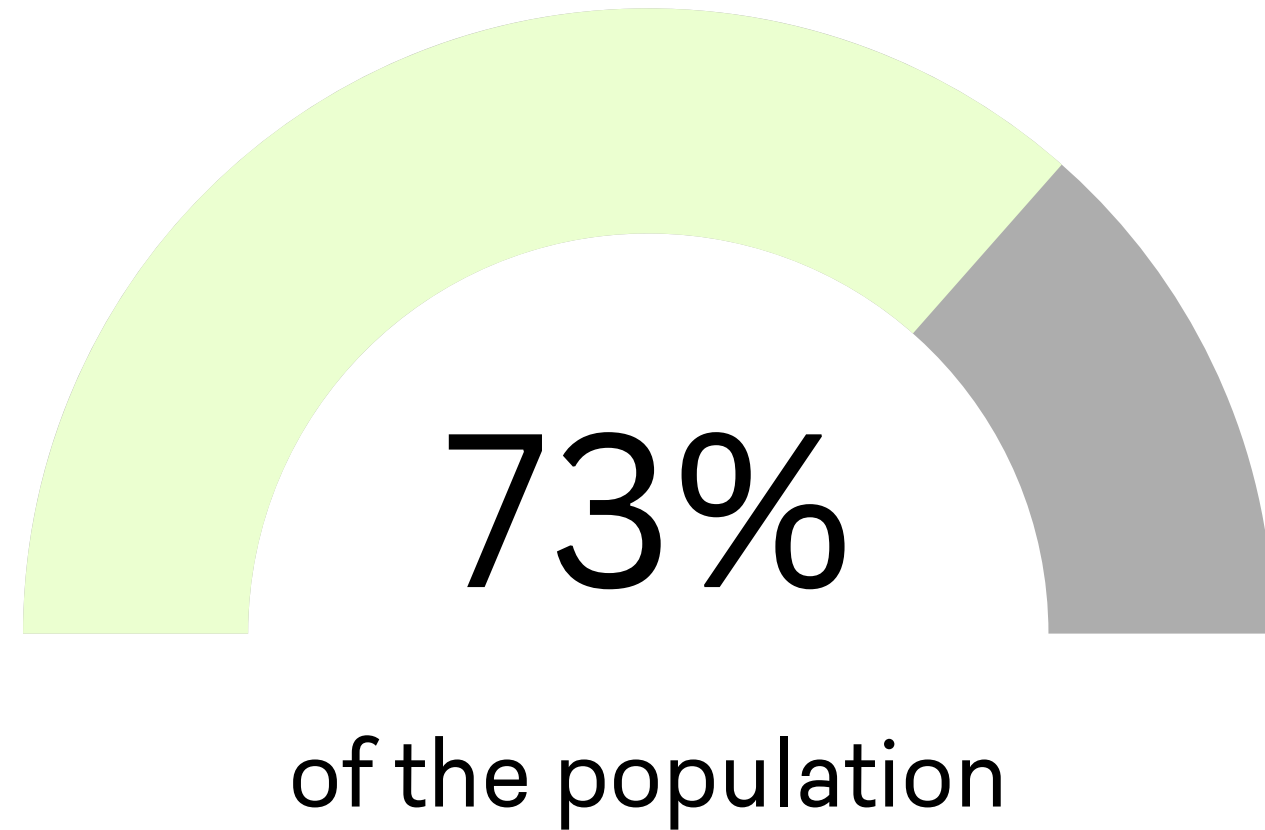
Since there is a fairly even split between using mobile and desktop it is important to make sure that your site is optimised for mobile










Particularly think about a mobile friendly checkout process since over 1/3 of consumers are purchasing via mobile

SOCIAL MEDIA USAGE

There are 2.94 million social media users in Croatia



Platforms by no. of users

	2.94 million
	1.75 million
	1.35 million
	1.30 million
	820,000
	585,000
	298,000

KEY CALENDAR DATES IN CROATIA

Here are some key calendar dates that you can make use of for digital marketing in Croatia, which is especially useful if you're creating a content strategy. Additionally, take a look at our marketing calendar for even more international dates and holidays.



CONCLUSIONS

- Croatia's location on the crossroads between central and southeast Europe, its strong highway network, infrastructure and developed economy all make it a great opportunity for businesses looking to internationally expand
- The current underrepresentation of UK brands and demand for goods make it a particularly good target for any British brands looking to expand
- There is also a strong desire from consumers to shop with foreign brands in general, as 40% of internet users buy mostly from foreign websites; however, content still need to be localised in Croatian
- The country also has a very high internet penetration rate of 83% which makes it a good target through digital channels
- There is a fairly even split of device usage, meaning that your website needs to be optimised for both desktop and mobile search
- In general, Croatian searchers are using the internet to actively search for product information
- Therefore, consider content types such as how to guides, instructional manuals or explainer videos to capture the large number of Youtube users



ADDITIONAL RESOURCES

- <https://www.terra-balka.com/en/practical-guide-croatia/festivals-events>
- <https://www.timeanddate.com/holidays/croatia/>



THANK YOU FOR READING



Want to further discuss digital marketing in Croatia, or would like some help with internationalising your business?

Get in touch with us today!



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