

Executive summary

The Croatian Potato Market

Potato production in Croatia has an important role in crop production. If we consider the arable and harvested area towards the total production, potato takes the first place in the vegetable production of Croatia.

In Croatia, potato producers are mainly small family farms without significant subsidies and low technological level, which leads to smaller production on the same size of land compared with some EU countries like Germany, Belgium, etc. Technically more equipped and economically stronger farms have used more capital in production, combined with low human labour.

Despite the favourable agro-ecological conditions to produce potatoes in Croatia, the existing production is falling slightly and is usually uncompetitive in prices against potatoes from the EU, and the export of domestic potatoes is small in quantity and value.

According to the Croatian Chamber of Commerce, Croatia imported 25 thousand tons more fruits and vegetables in 2018 than in 2017, which cost 22 million euros more, for a total of 317 million kuna.

The most drastic is the increase in potato imports - by more than 50 per cent.

While 24,559 tons of potatoes were imported to Croatia in 2017, more than 38,000 tons ended up in the stores in 2018.

In the first three months of 2020, there was a great growth in potato imports since the beginning of the year (half of last year's total imports).

In the first three months of 2020, Croatia imported all types of potatoes (seed, young and late) in the amount of 16,064 tons, worth as much as 8.03 million euros, i.e. almost half of the total value of imports for 12 months 2019. In the whole of 2019, the imports of all the type of potatoes reached 30,462 tons, worth 16.68 million euros, confirming the explosion of imports due to the corona crisis. The most imported were seed potatoes - 8,310 tons worth 5.33 million euros, that is quantitatively more than imports for the whole of 2019, when 8,171 tons of seed potatoes arrived on the Croatian market, worth 6,08 million.

To obtain the full market study, please send your request to zagreb@hub.brussels or via FIT portal.