

ORGANIC FOOD IN CROATIA

Executive Summary

The paper starts with a general overview which gives a precise idea of Croatia, namely general information about Croatia, a political profile and an economic overview with some indicators, a.o. the impact of Covid-19.

The second part of the paper is devoted to the organic food market in Croatia. We take a look at how the organic agriculture areas are divided by region, category and type of product.

The third part is about the consumer's perception of organic food according to factors that encourage the consumption of organic products.

The fourth part gives a closer view of the distribution channels of organic food in Croatia, classified into direct, indirect and emerging distribution channels. We find the most representative companies specialized in these channels.

The fifth part lists and describes the key sector institutions, the “organic” logo and labelling rules.

And the last part deals with food security through the Food Act, which is the basic framework law on food security in Croatia.

Finally, this study makes gives the available contacts in all the major Croatian supermarkets, drugstore chains, producers and distributors.

FOR FURTHER INFORMATION, OR IF YOU WISH TO OBTAIN THE WHOLE STUDY,
PLEASE CONTACT US DIRECTLY ON ZAGREB@HUB.BRUSSELS.

