The Fruit and Vegetable Sector in Croatia

In this study, we are presenting the fruit and vegetable sector in Croatia with figures about the market gathered from the data for 2017 and 2018. It includes information on how the sector is functioning: production, market situation and general habits of the population.

General information about Croatia is displayed to give the reader an overview of the market and the state of household expenditure.

The production of fruits and vegetables plays a significant role in the total manufacturing industry revenue, and the most significant companies in Croatia are related to the food processing industry.

The sector provides for the domestic market, including tourists, but a small portion of its production is exported, mainly to neighboring countries.

The principal import partners in Croatia are Germany, Italy, Slovenia and Hungary, while the export partners are Germany, Italy, Slovenia and Bosnia-Herzegovina.

The sector is the fastest-growing in Croatia within the processing industry.

With an improvement of self-sufficiency in vegetable and production, local production covers approximately 26% of the total consumption with an increase of 10% between 2017 and 2018.

The major fruit crops are hazelnuts & walnut, apples, plums and cherries, that share 67% of the total area of fruit production.

As for the vegetables, the most important crops are red peppers, cabbages and onions & garlic, which share around 33% of the vegetable land for production.

Due to bad structures and a “not good enough” intern organization, Croatia imports significant quantities of all types of fruits: 25% of apples, 65% of pears and around 70% of peaches.

The fruit sector has the potential to become more important as a source of family income.

Tables showing annual consumption expenditures average by household in 2017, production, import, export, domestic supply and self-sufficiency of fruits and vegetables in Croatia are presented in the study.

Furthermore, information is provided about the legislation and contact details of the main state bodies with the address, phone, mail and website address.

If you would like to receive the study please contact us by mail at zagreb@hub.brussels