**The Croatian Textile Market**

The textile and clothing industry is a diverse and heterogeneous industry which covers an important number of activities, from the transformation of fibres to yarns and fabrics to the production of a wide variety of clothing products.

The global position of the textile and apparel industry is a very complex issue, although the Croatian tradition is connected with the beginning and development of the industry.

The overall importance of the textile and apparel industry in Croatia is defined to a great extent by the total number of employed workforce and foreign trade of the manufacturing industry. This area of the industry faces strong competition, both from local and foreign markets. However, the Croatian textile and apparel industry has been an acknowledged partner of European and worldwide customers for many years. Exports are mostly based on services whose current price is low and insufficient to cover gross operating costs. Therefore, industry management has been warned about giving constant attention to:

1. Reducing manufacturing costs

2. Developing and creating their collections and

3. Promoting their brands.

The textile and clothing industry today accounts as one of the most globalized industry branches in the world. As Croatian clothing and textile industry is liable to market conditions, its profitability is questionable due to fierce price competition, precisely this growing international competition as well as popularity of large sales chains in the Republic of Croatia.

In this study, I analysed the textile industry in the Republic of Croatia. In the beginning, the basic figures and the economy in Croatia, the geographical position of Croatia in Europe, population, language, etc. are presented as a brief introduction. What follows is information on household consumption and an introduction to the history of the textile industry in Croatia. You can also find data on import and export of textile in Croatia, the main partners in export and import and the current state of production and labour in the textile area. At the end of the study, there is a list of institutions and associations that can help future textile manufacturers and traders.

If you wish to obtain the full study, please contact us on zagreb@hub.brussels.