

date ► March 6<sup>th</sup> 2015

Press release

## First Online Retailer of the Year Conference in Zagreb in partnership between Valicon and jeftinije.hr

**text** ► According to the number of online purchases (transactions) eBay is one of the biggest online stores for Croatian online buyers, even though it might not have a significant impact in regard to the value of the transactions. On average, the Croats buy products, which are 4-times less valuable than purchases made from domestic online sellers. Based on the results we can conclude that Croatia is facing a challenge, which is related to marketing online purchasing and widening of domestic online offer. This is the only way that domestic online sellers can change the trend to their advantage, i.e. achieve that the higher share of transactions are carried out in Croatia.

Trust into domestic online sellers is not an obstacle. It is related to the first experience, namely online purchasing in general and how to attract a buyer to try this process and the trust improves with increased experience with online shopping. In general, Croatian online buyers feel safe (90%) and for the most part they trust domestic online sellers (83%). If we segment the situation, we notice an increase in trust in domestic online sellers in older age groups, which is a positive sign since they currently hold the majority of purchasing power.

Current growth trends in using the internet and online purchasing show increase in converting online users into online buyers. Today, virtually every third Croatian internet user buys online and we can find online buyers in Croatia in every age group, generation and population segment.

The main conclusion is that Croatia has a lot of potential for the development of online use and purchasing and if the current growth trends in Croatia continue and if the situation is compared to Slovenia, we can expect a 2-3% increase in 2015.



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## Valicon

Valicon is one of the leading marketing consulting and research companies, mostly active in the region of South-Eastern Europe. The company specialises in small markets and offers customised solutions, advanced methodologies, and in-depth insights into the client industries. The company's core business is marketing consulting based on market research. The knowledge and skills of Valicon's employees extend to fields such as brand management, management consulting, innovation, media, trend prediction, online strategies and data mining. Valicon offers services across the entire former Yugoslavia and, through its chosen partner, also in other parts of the South-Eastern Europe.

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