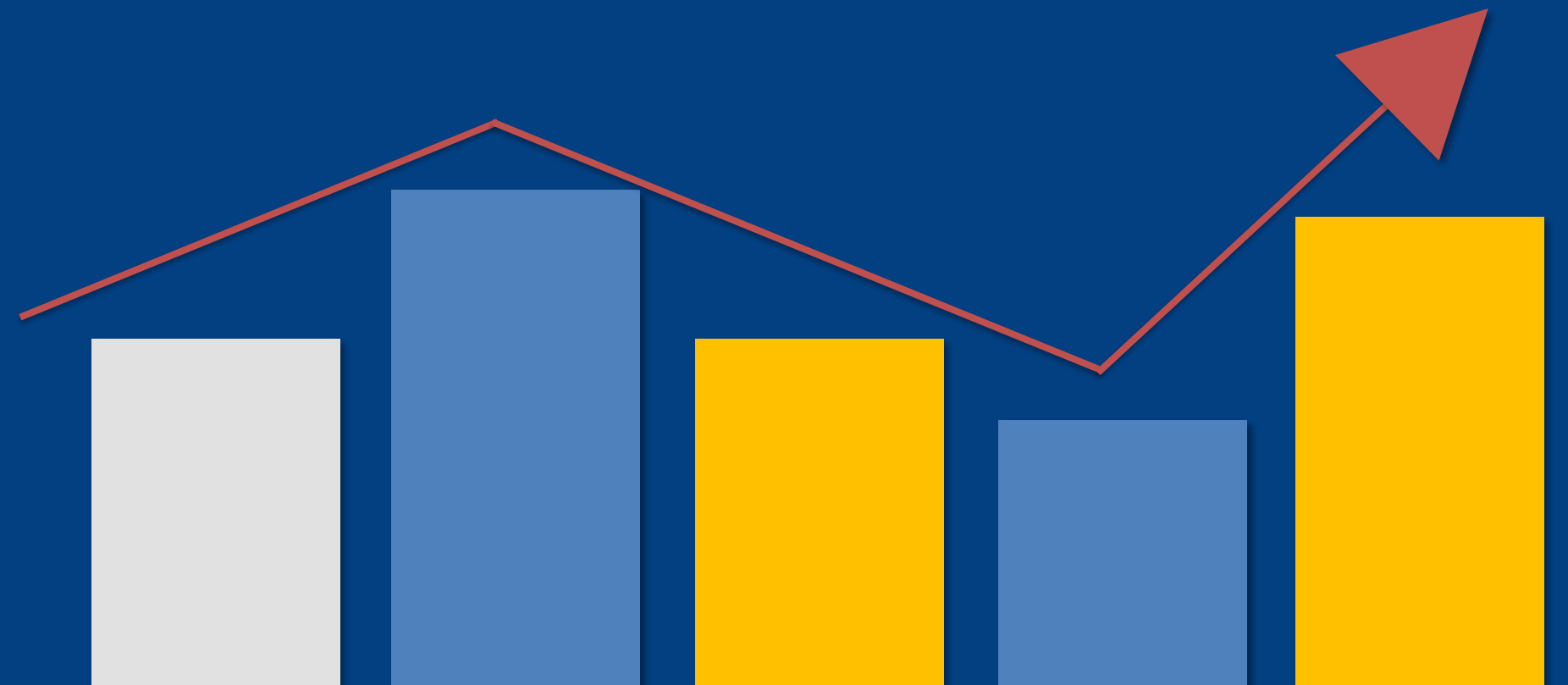


May, 11th 2026

# Economic Survey 2026



Gefördert durch:



aufgrund eines Beschlusses  
des Deutschen Bundestages



Deutsch-Kroatische  
Industrie- und Handelskammer  
Njemačko-hrvatska industrijska  
i trgovinska komora

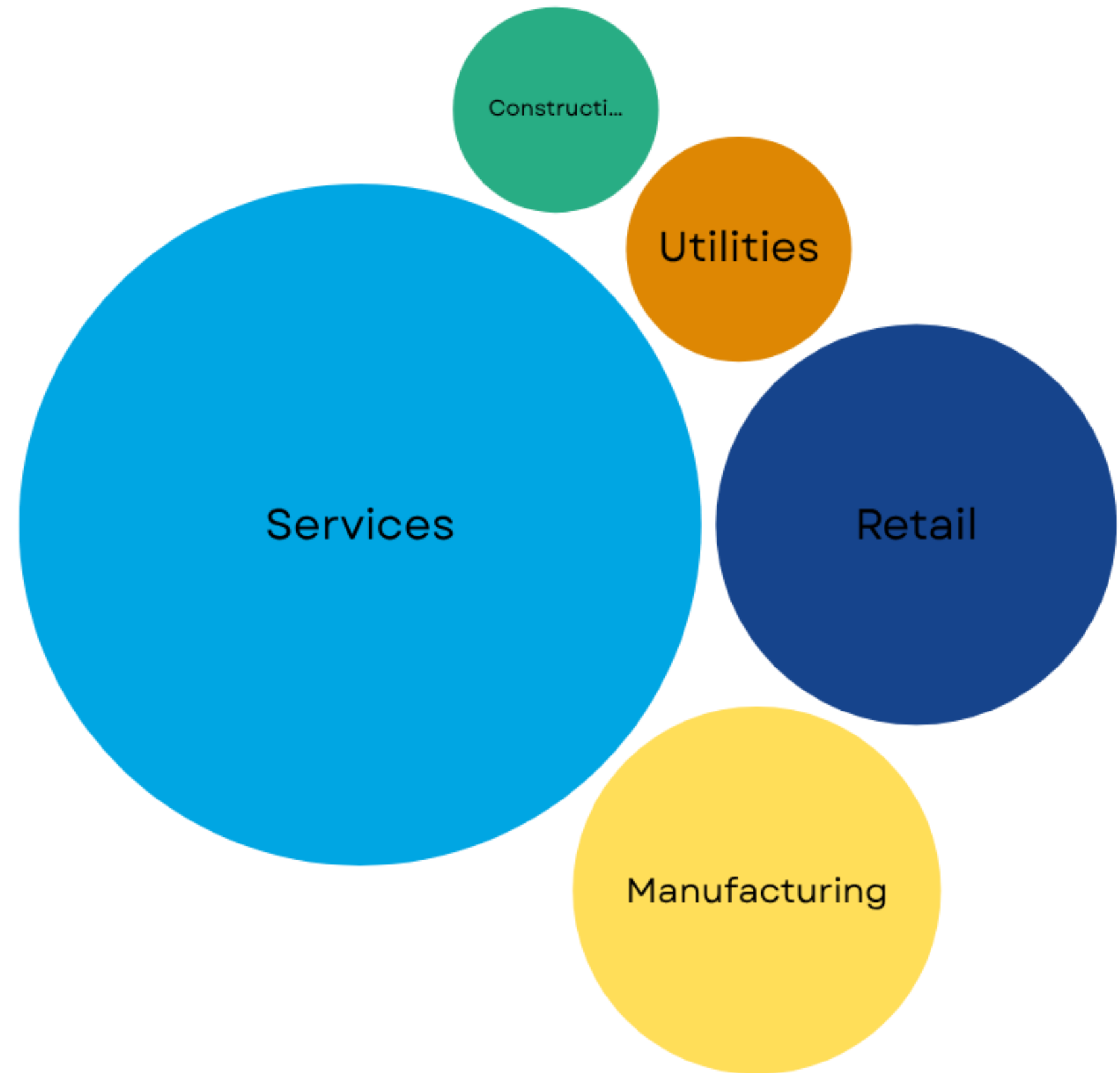
# The survey in numbers

21th year in a row

Conducted jointly in 15  
countries across C&E  
Europe

1.528 companies in total

# Where surveyed companies operate



# What defines 2026

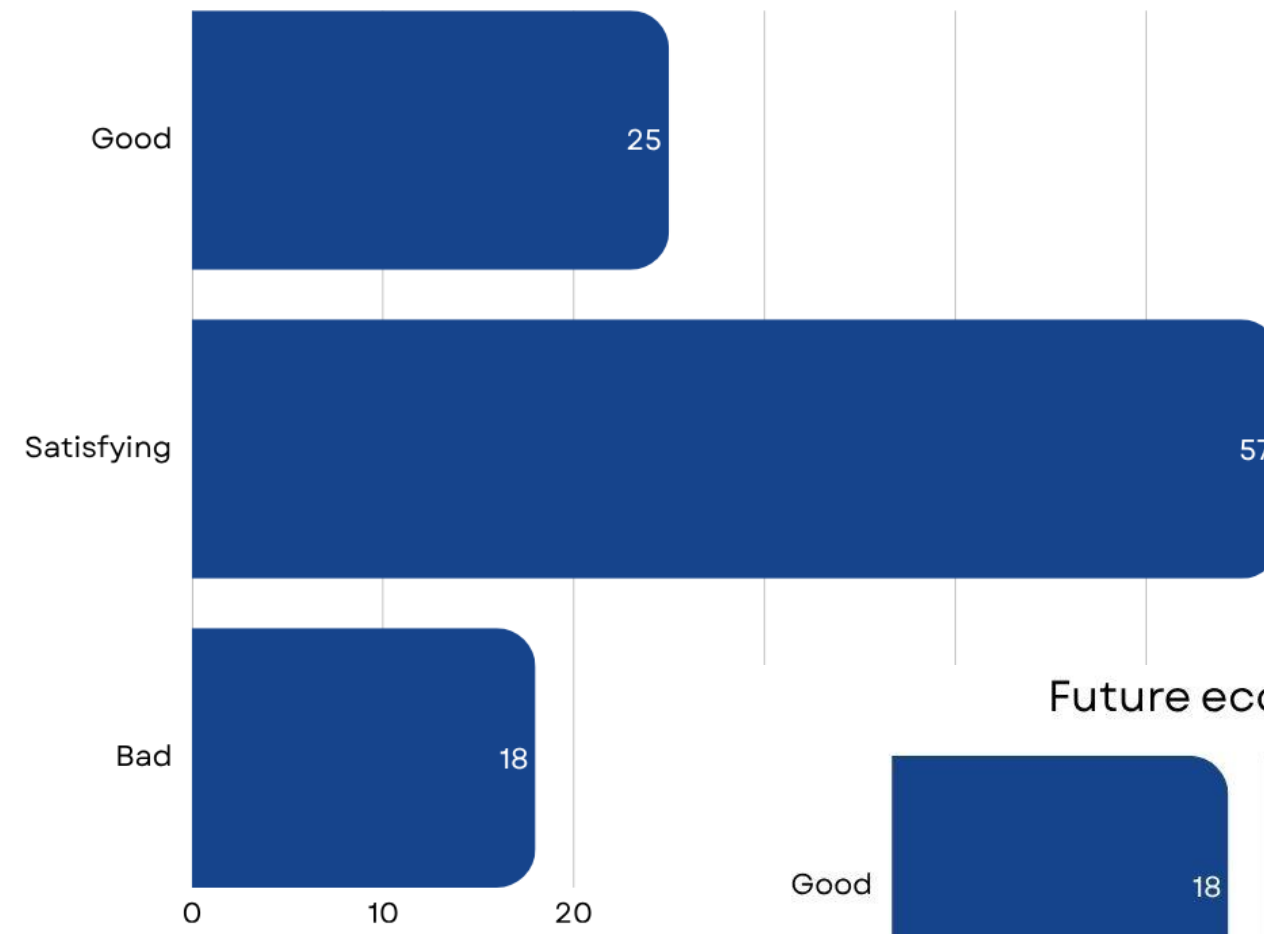
Croatia remains an attractive investment location.

Optimism has been replaced by caution.

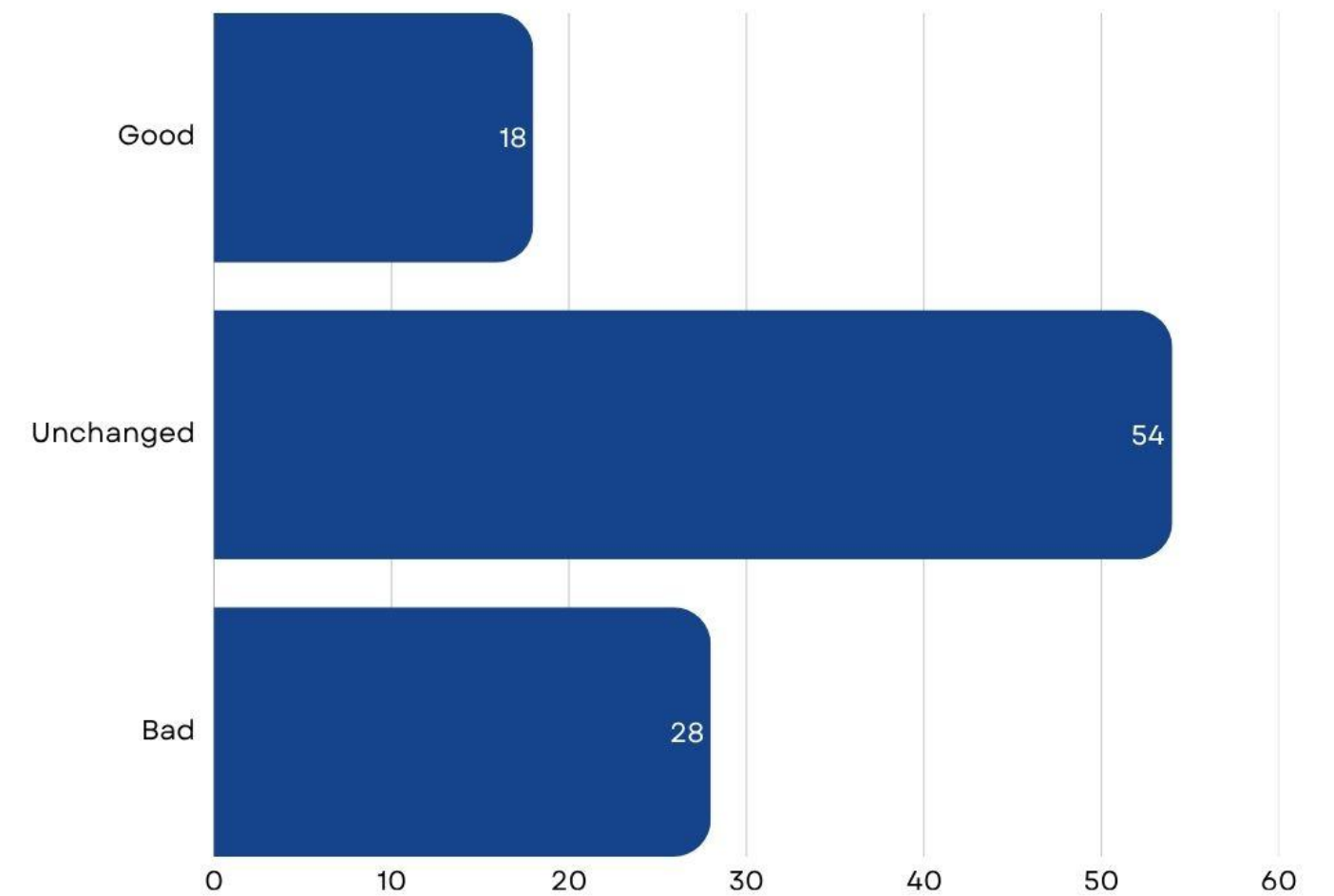
Labour costs have become a more significant issue.

# How companies see Croatia's economy

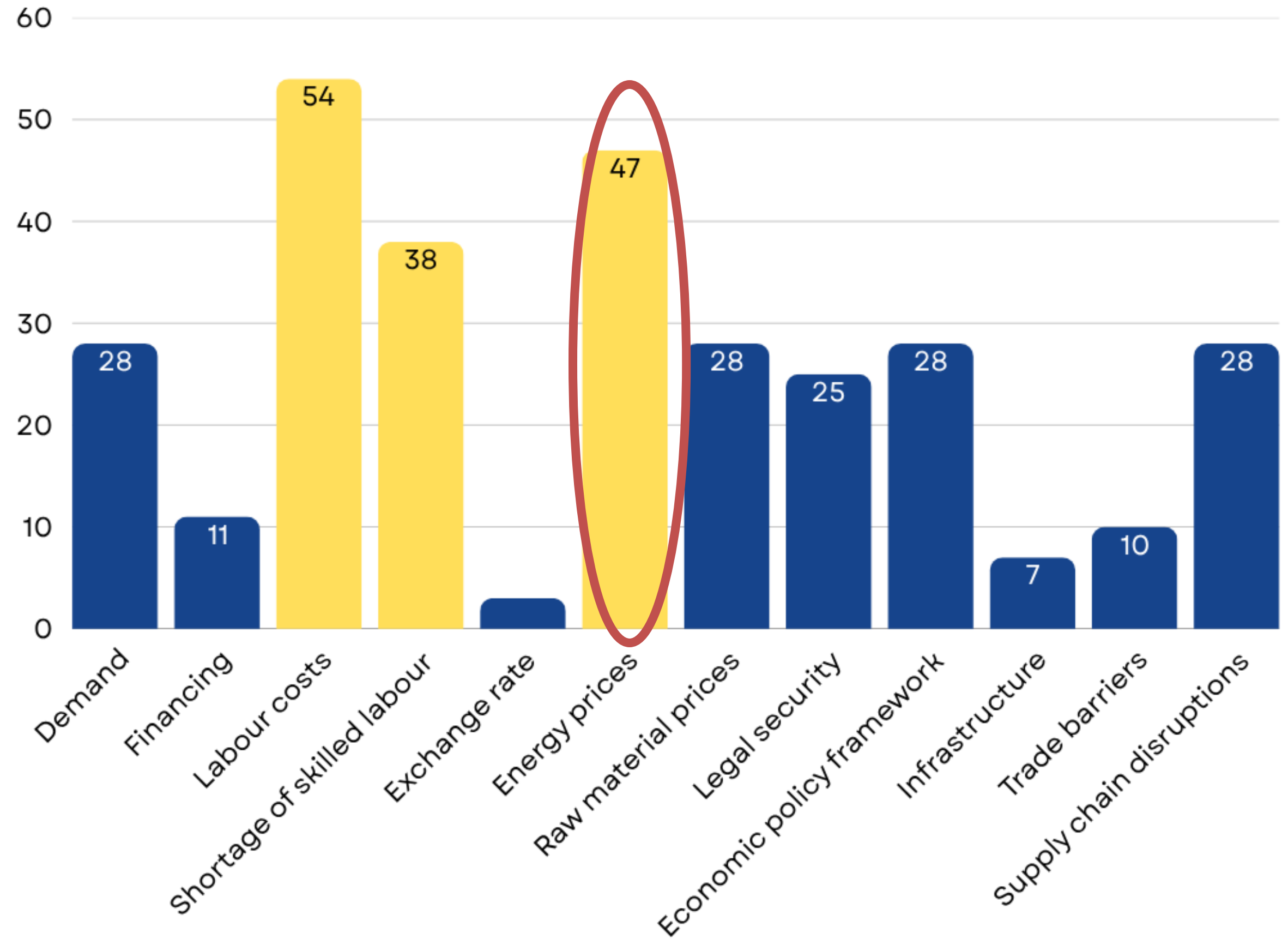
Current economic situation in Croatia



Future economic situation in Croatia



# What worries companies most



# Why Croatia remains attractive

**Strategic  
geographic  
location**

**Security and  
stability**

**Skilled  
workforce**

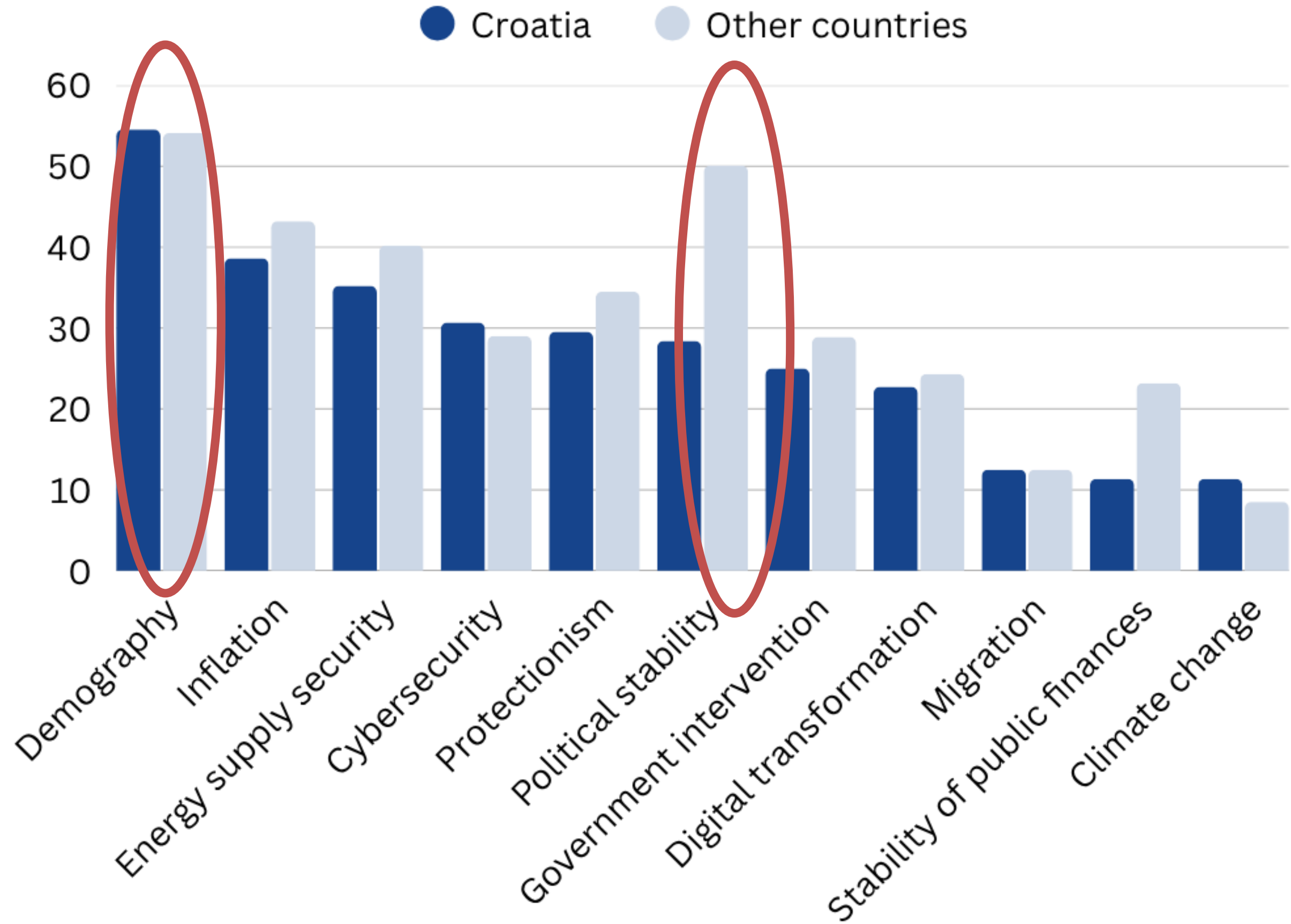
# Where reforms matter most

**Tax reform**

**Reducing  
administration**

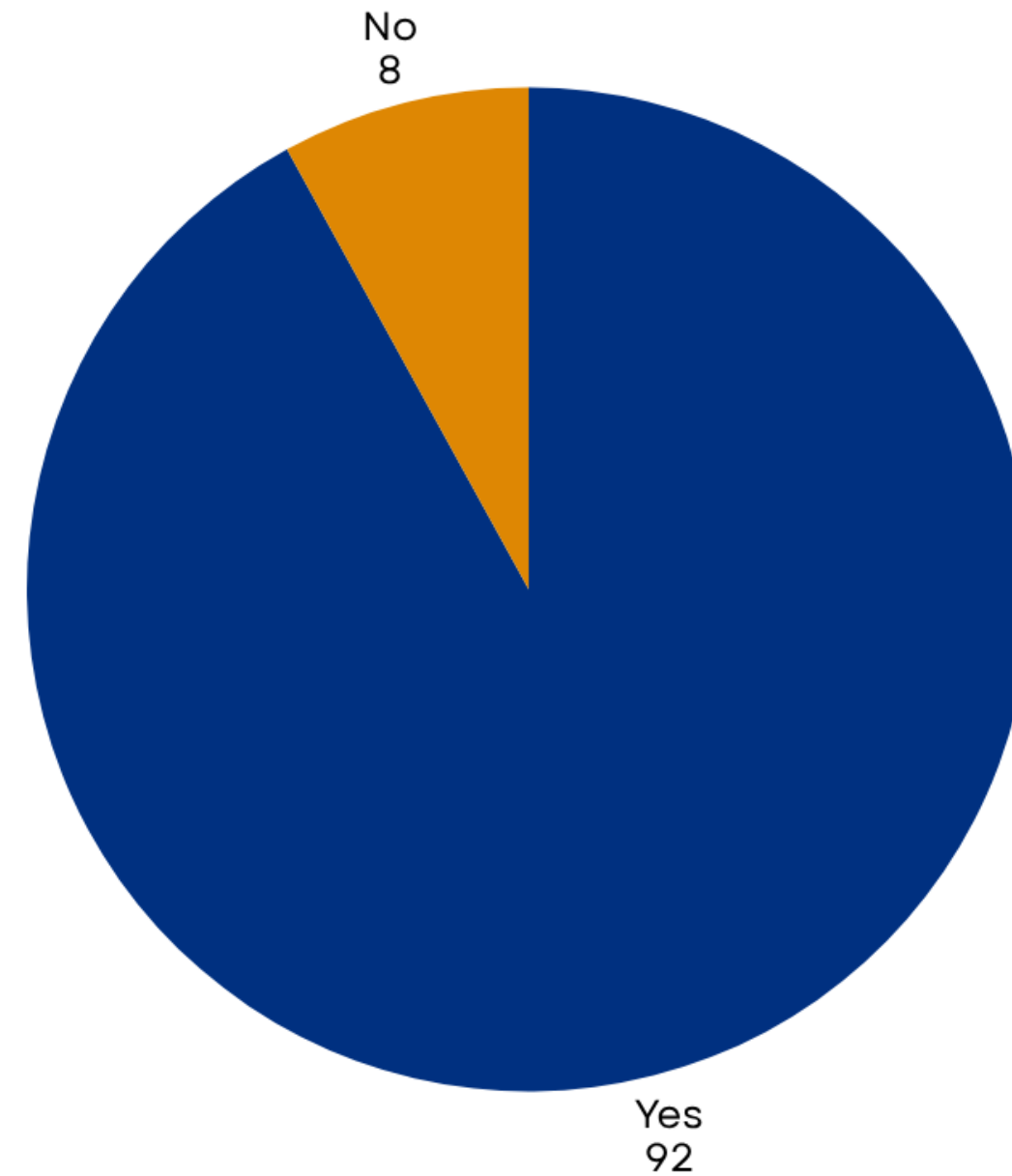
**Legal security**

# Top global risks for companies



# Germany matters – for 68% of companies

# Reinvesting in Croatia



# Thank you for your attention!



Deutsch-Kroatische  
Industrie- und Handelskammer  
Njemačko-hrvatska industrijska  
i trgovinska komora

Gefördert durch:



aufgrund eines Beschlusses  
des Deutschen Bundestages