

## UNUTRAŠNJA TRGOVINA

### Izvori i metodi prikupljanja podataka

Podaci o unutrašnjoj trgovini potiču iz knjigovodstvenih i drugih evidencija organizacija koje se bave djelatnošću trgovine na malo i na veliko. Te podatke statistika prikuplja redovnim mjesečnim, godišnjim i trogodišnjim izvještajima. U periodu od 1992. do 2002. godine metod uzorka je korišten u prikupljanju statističkih podataka samo za izvještajne jedinice privatnog sektora, a od 2003. godine se primjenjuje na sve izvještajne jedinice.

Radi usklađivanja sa evropskim standardima od 2007. godine došlo je do izmjene metodologije, pa su podaci za 2006. i 2007. godinu urađeni po novoj metodologiji. Od januara 2012. godišnje istraživanje trgovine na malo po robnim grupama i trgovinskim djelatnostima prešlo je na trogodišnju periodiku.

### Obuhvat

Statistika unutrašnje trgovine obuhvata i prikazuje robni promet koji se ostvaruje posredstvom trgovinske djelatnosti (trgovina na malo i trgovina na veliko). Robni promet koji se ostvaruje neposredno između proizvođača, kao i između proizvođača i potrošača, nije obuhvaćen. Nisu obuhvaćene ni usluge u prometu robe (zastupničke, agencijske, komisione i dr.), kao ni opravke predmeta za ličnu potrošnju i domaćinstvo, koje prema Klasifikaciji djelatnosti (KD) statistika primjenjuje od 2001. godine, a koje spadaju u djelatnost trgovine na veliko, odnosno trgovine na malo.

Statističkim istraživanjem trgovine obuhvataju se svi poslovni subjekti (preduzeća i organizacije) koji se bave trgovinskom djelatnošću svih sektora svojine.

Prelaskom na novu klasifikaciju djelatnosti NACE Rev.2, Trgovina motornim vozilima i motociklima i Trgovina djelovima za motorna vozila se prate posebnim istraživanjem Trg-10M, od januara 2012. U skladu sa navedenim promjenama, tj. sa novom klasifikacijom NACE Rev. 2 indeksi prometa u trgovini na malo su preračunati i predstavljeni po novoj klasifikaciji NACE Rev.2 od 2010. godine.

Okvir za izbor preduzeća u uzorak urađen je na osnovu podataka iz biznis registra i podataka iz redovnih statističkih istraživanja trgovine.

### Definicije

Kao promet robe u trgovini na malo iskazana je vrijednost robe koju su preduzeća/organizacije koje obavljaju promet robe na malo isporučile krajnjim potrošačima (prvenstveno stanovništvu za ličnu potrošnju, za upotrebu u domaćinstvu i pravnim i fizičkim licima za obavljanje njihove djelatnosti).

Kao promet robe u trgovini na veliko iskazana je vrijednost robe koju su preduzeća/organizacije koje obavljaju promet robe na veliko isporučile: preduzećima unutrašnje trgovine, ostalim preduzećima za dalju preradu i velikim potrošačima za sopstvenu potrošnju (organizacije zdravstvene i socijalne zaštite, obrazovanja, odbrane i dr.).

## DOMESTIC TRADE

### Sources and methods of data collection

Data on domestic trade are obtained from bookkeeping records and other documentation of organizations engaged in retail and wholesale trade activities. Statistical Office collects these data through regular monthly, annual, and three-annual reports. In a period from 1992 to 2002, sample-based survey was conducted only for private sector, but since 2003, it has been applied to all reporting units.

The methodology was changed from 2007 with the purpose of compliance with EU standards, so that the data for 2006 and 2007 were done according to this new methodology. Since January 2012 annual survey of retail trade by commodity groups and trade activities changed to three-year periodicity.

### Coverage

Domestic trade statistics refers to and presents the goods turnover realized through trade activity (retail and wholesale trade). The goods flow directly among producers and between producers and consumers is not covered. Related services are not included, such as intermediation, agency, commission, etc. In addition, the repair of goods for personal consumption is not covered, although, according to the Classification of Activities introduced in 2001, these services are part of wholesale and retail trade activities.

Statistical trade surveys cover all business entities (enterprises and organizations) engaged in trade activities in various sectors of ownership.

With transition to the new classification NACE Rev.2, Trade of motor vehicles and motorcycles and trade of parts of motor vehicles are being monitored by a special research Trg10M, since January 2012. Considering these changes or the new classification NACE Rev.2, the turnover indices in retail trade are recalculated and presented by the new classification NACE Rev.2 since year 2010.

The sample frame for enterprises put in the sample have been made on the data drawn from business register, and data from regular retail trade statistical surveys.

### Definitions

*Turnover of goods in retail trade* shows the value of goods delivered by retail trade enterprises/organizations to final consumers (primarily to final consumers for personal consumption or use in households, and to legal and physical entities for performing their activities).

*Turnover of goods in wholesale trade* shows the value of goods delivered by wholesale enterprises/organizations to: domestic trade enterprises, other organizations for further processing, big consumers for their own consumption (health organizations, social insurance and welfare organizations, education, defence and other).

15 – 1. BROJ RADNIKA U TRGOVINI NA VELIKO I MALO<sup>1)</sup>NUMBER OF WORKERS IN WHOLESALE AND RETAIL TRADE<sup>1)</sup>

Broj radnika	2010	2011	2012	
Broj zaposlenih u trgovini na veliko	16 652	16 509	16 643	Number of employees in wholesale trade
Broj zaposlenih u trgovini na malo <sup>1)</sup>	18 997	19 440	18 897	Number of employees in retail trade <sup>1)</sup>

<sup>1)</sup> Broj radnika preuzet iz istraživanja o zaposlenima (Monstat)<sup>1)</sup> Number of employees taken from survey of employees (Monstat)15 – 2. PROMET<sup>1)</sup> ROBE PO ROBNIM GRUPAMA I TRGOVINSKIM DJELATNOSTIMA NA MALOTURNOVER<sup>1)</sup> OF GOODS BY GOODS TYPE AND RETAIL TRADE ACTIVITIES

hilj. EUR

thous. EUR

	2010	2011	
<b>UKUPNO (SA APOTEKAMA)</b>	<b>889 410</b>	<b>1 103 615</b>	<b>TOTAL (INCLUDING PHARMACIES)</b>
Hljeb, tjestenine i peciva	41 790	53 846	Bread, baked pastry, paste products
Meso, riba i preradevine	76 446	86 260	Meat, fish and manufactured products
Mlijeko, mliječni proizvodi i jaja	35 780	39 659	Milk, milk products and eggs
Ulja i mast	22 349	25 957	Oils and fast
Voće i povrće (svježe i smrtnuto)	23 950	25 896	Fruits and vegetables (fresh and frozen)
Šećer, čokolada	34 304	41 259	Sugar, chocolate
Bezalk. pića. (kafa, čaj, kakao, sokovi i izvorska voda i dr.)	42 957	46 259	Non – alcoholic drinks
Ostali proizvodi za ljudsku ishranu	44 412	65 258	Other human food products
<b>PREHRANA - UKUPNO</b>	<b>321 998</b>	<b>384 394</b>	<b>FOOD - TOTAL</b>
Alkoholna pića	38 449	42 582	Alcoholic drinks
Duvan i cigarete	39 993	43 890	Tobacco and cigarettes
Odjevne tkanine svih vrsta	8 913	9 453	Clothing fabrics of all kinds
Muška, ženska i dječja odjeća i ostala odjevna galanterija	34 490	36 260	Men's, women's, children's clothes and other clothing articles
Obuća (muška, ženska, dječija i sportska)	47 161	48 259	Footwear (men's, women's, children's and sports)
Proizvodi za održavanje i popravku u domaćinstvu (parket, keramičke pločice, tapeti, cement, stakla za prozore i dr.)	49 515	65 986	Products for maintenance and repairs in household (parquet, wallpapers, cement, window glasses and other)
Lož ulje, butan gas, ugalj i drvo za domaćinstvo	870	2 126	Fuel oil, butane gas, coal and firewood
Namještaj i proizvodi za opremanje, dekoraciju	31 755	32 459	Furniture and products for household decoration and equipment
Tepisi i podne obloge	1 395	1 502	Carpets and floor coverings
Tekstilni proizv. i tekstil za domaćinstvo (posteljina i dr.)	2 783	2 826	Textile products and textile for households (bed linen, etc.)
Osnovni kućni aparati (frizideri, mašine za pranje, štednjaci, usisivači, TA peći, klima uređaji, grejalice)	37 183	37 454	Elementary house apparatus (refrigerators, ranges, washing machines, vacuum cleaners, heaters, air conditioners,
Ostali električni aparati kućni aparati (pegle, mikseri idr.)	5 504	5 966	Other electric apparatus for household (irons, mixers, etc.)
Staklo, posuđe, pribor za jelo, mehanički pribor	8 937	9 026	Glass, dishes, eating utensils, mechanical utensils, etc.
Alat i oprema za domaćinstvo, električni i ručne kosilice, testere, čekići, ašovi, lopate i dr.	17 486	18 027	Household tools and equipment, manual and power mowers, saws, hammers, shovel, spades and other
Sredstva za čišćenje i održavanje domaćinstva (omekšivači, insekticidi, pesticidi i dr.)	21 735	23 659	Products for household cleaning and maintenance (softeners, insecticides, pesticides, and other)
Farmaceutski proizvodi (ljekovi, vitamini, vakcine i dr.)	34 194	36 152	Pharmaceutical products (medicines, vitamins, vaccines, other)
Medicinski proizvodi (aparati za terapiju, termometri, mehanička kontraceptivna sredstva, korektivne naočare, ortopedski pomagala, slušni aparati i dr.)	3 818	4 026	Medical products (appliances and equipment (therapeutic apparatus, thermometers, mechanical contraceptives, corrective glasses, orthopaedic appliances, hearing aid)
Goriva i ulja za motorna vozila, motocikle i ostalo	41 877	41 259	Fuels and oils for motor vehicles, motorcycles and other

**15 – 2. PROMET<sup>1)</sup> ROBE PO ROBNIM GRUPAMA I  
TRGOVINSKIM DJELATNOSTIMA NA MALO, hilj. EUR**
**TURNOVER<sup>1)</sup> OF GOODS BY GOODS TYPE  
AND RETAIL TRADE ACTIVITIES, in thous. EUR**

<i>/nastavak/</i>			<i>/continued</i>
	<b>2010</b>	<b>2011</b>	
Telefoni i telefaks aparati	1 041	1 126	<i>Telephones and fax apparatus</i>
Radio i TV uređaji, videorekorderi, kasetofoni, stereo sistemi i oprema za njih i dr.	17 612	16 263	<i>Radio and TV sets, VCRs, tape recorders, stereos and related equipment, and other</i>
Fotografska i optička oprema (kamera i fotoaparati)	52	102	<i>Photographic and optical equipment (cameras)</i>
Kompjuteri, posebni softveri, štampači, tastature	9 892	10 596	<i>Computers, special software, printers, keyboards</i>
Mediji za snimanje i snimljeni (ploče, CD, trake)	1 752	2 157	<i>Recording and recorded media (records, CD, tapes)</i>
Trajna dobra za rekreaciju	183	2 097	<i>Durable goods for recreation</i>
Igračke, oprema za sport, kampovanje, rekreaciju	3 085	3 570	<i>Toys, sports, camping and recreation equipment</i>
Cvijeće, sadnice, sjeme i sve vrste đubriva	5 821	6 024	<i>Flowers, seedlings, seeds and all kinds of fertilizers</i>
Kućni ljubimci, hrana, lijekovi i pomoćna sredstva	539	1 037	<i>Pets, food, medicines and devices for their care</i>
Knjige, novine i pisani materijal	15 678	17 236	<i>Books, newspapers and stationery</i>
Aparati i preparati za ličnu njegu (fenovi, kreme i dr.)	21 866	24 660	<i>Apparatus and cosmetic preparations for personal care (hair dryer, creams, etc.)</i>
Ostali preparati za ličnu njegu	5 699	5 896	<i>Other products for personal care</i>
Ostalo	58 144	167 547	<i>Other</i>

<sup>1)</sup> Prelaskom na novu klasifikaciju djelatnosti NACE Rev.2, Trgovina motornim vozilima i motociklima i Trgovina djelovima za motorna vozila se prate posebnim istraživanjem Trg10M, od januara 2012. U skladu sa navedenim promjenama, tj. sa novom klasifikacijom NACE Rev. 2

<sup>1)</sup> With transition to the new classification NACE Rev.2, Trade of motor vehicles and motorcycles and trade of parts of motor vehicles are being monitored by a special research Trg10M, since January 2012. Considering these changes or the new classification NACE Rev.2

**15 – 3. PROMET<sup>1)</sup> ROBE PO ROBNIM GRUPAMA I  
TRGOVINSKIM DJELATNOSTIMA NA VELIKO**
**TURNOVER<sup>1)</sup> OF GOODS BY GOODS TYPES  
AND WHOLESALE TRADE ACTIVITIES**

hilj. EUR

thous. EUR

	<b>2010</b>	<b>2011</b>	<b>2012</b>	
<b>UKUPNO</b>	<b>1 495 525</b>	<b>1 585 359</b>	<b>1 658 217</b>	<b>TOTAL</b>
Poljoprivredne sirovine	13 991	14 892	14 203	<i>Agricultural raw materials</i>
Meso, riba i preradevine	54 614	65 707	74 906	<i>Meat, fish and manufactured products</i>
Mlijeko, mliječni proizvodi i jaja	35 100	40 022	41 630	<i>Milk, milk products and eggs</i>
Voće i povrće (svježe i smrtnuto)	33 892	36 173	35 489	<i>Fruits and vegetables (fresh and frozen)</i>
Šećer, čokolada,	47 128	54 802	53 456	<i>Sugar, chocolate,</i>
Kafa, čajevi, kakao	30 708	33 708	31 245	<i>Coffee, tea, cocoa</i>
Bezalkoholna i alkoholna pića	158 121	159 248	168 234	<i>Non – alcoholic and alcoholic drinks</i>
Ostali proizvodi za ljudsku ishranu	46 167	62 880	81 256	<i>Other food products</i>
<b>Prehrana ukupno</b>	<b>419 721*</b>	<b>467 432</b>	<b>500 419</b>	<b>Food total</b>
Duvan i cigarete	49 755	58 081	62 374	<i>Tobacco and cigarettes</i>
Tekstil i odjeća	40 064	40 923	42 987	<i>Textile and clothing</i>
Obuća i kožna galanterija	5 557	6 144	7 845	<i>Footwear and leather products</i>
Namještaj	52 547	53 812	51 700	<i>Furniture</i>
Električni aparati za domaćinstvo	27 193	29 818	32 450	<i>Electric devices for household</i>
Porculan i staklo	4 817	9 073	11 090	<i>Porcelain and glass</i>
Lakovi i boje	7 769	24 710	27 678	<i>Varnishes and paints</i>
Parfimerija, kozmetički proizvodi	61 277	66 993	67 570	<i>Perfumes, and cosmetic products</i>
Farmaceutski proizvodi	143 333	144 235	143 983	<i>Pharmaceutical products</i>
Proizvodi od papira (knjige, novine i papirna konfek.)	6 255	8 614	10 025	<i>Paper products (books, newspapers, etc.)</i>
Fotografski i optički predmeti, bicikli, muzic. instrumenti	1 377	2 743	2 572	<i>Camera and optical bycucles, musics instruments,</i>
Čvrsta, tečna i gasovita goriva	351 197	346 847	357 028	<i>Hard, liquid and gas fuels</i>
Metalni proizvodi i rude	22 633	25 827	23 643	<i>Metal products and ores</i>
Drvo, građevinski materijal	104 802	107 802	102 349	<i>Wood, building material</i>
Mineralna roba, cijevi	9 361	24 900	28 956	<i>Mineral goods, pipelines</i>
Hemijski proizvodi	6 052	6 849	7 856	<i>Chemical products</i>
Otpaci i ostaci	244	1 376	1 205	<i>Scrap and waste</i>
Mašine, uređaji i pribor	45 388	48 427	51 982	<i>Machinery, equipment and accessories</i>
Ostalo	136 183	110 753	124 505	<i>Other</i>

<sup>1)</sup> Prelaskom na novu klasifikaciju djelatnosti NACE Rev.2, Trgovina motornim vozilima i motociklima i Trgovina djelovima za motorna vozila se prate posebnim istraživanjem Trg10M, od januara 2012. U skladu sa navedenim promjenama, tj. sa novom klasifikacijom NACE Rev. 2

<sup>1)</sup> With transition to the new classification NACE Rev.2, Trade of motor vehicles and motorcycles and trade of parts of motor vehicles are being monitored by a special research Trg10M, since January 2012. Considering these changes or the new classification NACE Rev.2

**15 – 4. GODIŠNJI INDEKSI PROMETA TRGOVINE  
NA VELIKO I MALO MOTORNIM VOZILIMA  
I MOTOCIKLIMA<sup>1)</sup>**

**ANNUAL INDICES OF TURNOVER WHOLESAL  
AND RETAIL TRADE OF MOTOR VEHICLES  
AND MOTORCYCLE<sup>1)</sup>**

PROMET	<u>2012</u> 2011	TURNOVER
Promet ostavren u trgovini na veliko i malo motornim vozilima i motociklima (oblast 45)	86,5	<i>Turnover in wholesale and retail trade of motor vehicles and motorcycles (Domain 45)</i>
Promet u trgovini na veliko motornim vozilima i motociklima	94,9	<i>Turnover in wholesale trade of motor vehicles and motorcycles</i>
Promet u trgovini na malo motornim vozilima i motociklima	80,2	<i>Turnover in retail trade of motor vehicles and motorcycles</i>

<sup>1)</sup> Prelaskom na novu klasifikaciju djelatnosti NACE Rev.2, Trgovina motornim vozilima i motociklima i trgovina djelovima za motorna vozila se prate posebnim istraživanjem Trg10M, od januara 2012

<sup>1)</sup> With transition to the new classification NACE Rev.2, Trade of motor vehicles and motorcycles and trade of parts of motor vehicles are being monitored by a special research Trg10M, since January 2012

**15 – 5. GODIŠNJI INDEKSI BROJA PRODAVNICA  
TRGOVINE NA VELIKO I MALO MOTORNIM  
VOZILIMA I MOTOCIKLIMA<sup>1)</sup>**

**ANNUAL INDICES OF NUMBER OF STORES  
IN WHOLESAL AND RETAIL TRADE OF  
MOTOR VEHICLES AND MOTORCYCLE<sup>1)</sup>**

BROJ PRODAVNICA	<u>2012</u> 2011	NUMBER OF STORES
Trgovina na veliko i malo motornim vozilima i motociklima (oblast 45)	99,9	<i>Turnover in wholesale and retail trade of motor vehicles and motorcycles (Domain 45)</i>
Trgovina na veliko motornim vozilima i motociklima	97,8	<i>Turnover in wholesale trade of motor vehicles and motorcycles</i>
Trgovina na malo motornim vozilima i motociklima	100,4	<i>Turnover in retail trade of motor vehicles and motorcycles</i>

<sup>1)</sup> Prelaskom na novu klasifikaciju djelatnosti NACE Rev.2, Trgovina motornim vozilima i motociklima i trgovina djelovima za motorna vozila se prate posebnim istraživanjem Trg10M, od januara 2012

<sup>1)</sup> With transition to the new classification NACE Rev.2, Trade of motor vehicles and motorcycles and trade of parts of motor vehicles are being monitored by a special research Trg10M, since January 2012

**15 – 6. GODIŠNJI INDEKSI BROJA ZAPOSLENIH  
TRGOVINE NA VELIKO I MALO MOTORNIM  
VOZILIMA I MOTOCIKLIMA<sup>1)</sup>**

**ANNUAL INDICES OF NUMBER OF EMPLOYEES  
WHOLESAL AND RETAIL TRADE OF MOTOR  
VEHICLES AND MOTORCYCLE<sup>1)</sup>**

BROJ ZAPOSLENIH	<u>2012</u> 2011	NUMBER OF EMPLOYEES
Trgovina na veliko i malo motornim vozilima i motociklima (oblast 45)	96,4	<i>Turnover in wholesale and retail trade of motor vehicles and motorcycles (Domain 45)</i>
Trgovina na veliko motornim vozilima i motociklima	91,6	<i>Turnover in wholesale trade of motor vehicles and motorcycles</i>
Trgovina na malo motornim vozilima i motociklima	98,5	<i>Turnover in retail trade of motor vehicles and motorcycles</i>

<sup>1)</sup> Prelaskom na novu klasifikaciju djelatnosti NACE Rev.2, Trgovina motornim vozilima i motociklima i trgovina djelovima za motorna vozila se prate posebnim istraživanjem Trg10M, od januara 2012

<sup>1)</sup> With transition to the new classification NACE Rev.2, Trade of motor vehicles and motorcycles and trade of parts of motor vehicles are being monitored by a special research Trg10M, since January 2012