



ITALIAN TRADE AGENCY

Ured u Zagrebu / Office of Zagreb

**Subject: Sectoral market analysis - Request for offer**

Dear Sir/Madam,

We are publishing the following - Request for offer - on behalf of the Italian Trade Agency (ITA), the Trade Promotion Section of the Italian Embassy in Croatia responsible for promoting economic and trade relations. Since 1956, our Office has been dedicated to promoting economic and trade cooperation between Croatia and Italy. With our office in Zagreb we are also involved in the promotion of the commercial relationship between Italian companies and Bosnia and Herzegovina.

As part of our activities, we provide Italian companies with information about the Croatian market and opportunities for introducing their products and services.

On this occasion, we require a **sectoral market analysis** in the field of retail trade **with a focus on large-scale distributors and retail companies/retail chains in the following sectors:**

- **Food sector**
- **Non-food sector/Consumer goods sector (clothing and footwear, cosmetics, home decoration/DIY)**

The purpose of this document is to illustrate the characteristics and opportunities offered by:

- the Croatian market for Italian manufacturers in the aforementioned food and non-food sectors/consumer goods sector;

- the market of Bosnia and Herzegovina for Italian manufacturers in the aforementioned food and non-food sectors/consumer goods sector.

**The goal of this research is to identify, analyze, and classify large-scale distributors and retail companies, e-commerce platforms, and online stores in Croatia and Bosnia Herzegovina to increase the market share of Made in Italy products. The analysis should highlight partnership opportunities for the promotion and marketing of Italian products in key export sectors.**

Please find below a general outline of the content:

- Analysis of the main sectors from the following perspectives:
  - Size
  - Market structure
  - Penetration of imported products, including Italian products
  - Customer types
- Focus on the distribution structure:
  - Analysis of the main players and their characteristics:
    - Market share
    - Commercial strategies
    - Customer target
    - Number of stores / website views
    - Types of promotions used
    - Alignment with the Made in Italy export strategy
  - Ranking of the main players with an indication of the criteria used to create the ranking.

In this regard, **we kindly ask you to confirm your availability to prepare sectoral analysis for the market of Croatia and for the market of Bosnia and Herzegovina and send us your best offer based on the indicative content (template) attached (Attachment 1).**

**The selected company has to provide two different documents, one for the Croatian market, the other for the market of Bosnia and Herzegovina. The deadline for submission of the documents is March 7, 2025.**

Please note that our maximum available budget is up to 11.500,00 EUR + VAT (total for both markets).

**The offer must be submitted no later than 12:00, February 13, 2025, and should include the following elements:**



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- The total price per document (per market) in English
- The ability to address the proposed topics and/or
- any alternative suggestions for content in line with our objectives
- Confirmation that the document will include graphic information, charts, tables, and images
- The estimated length, in pages, of approximately 20-25 per document.

**Please note that attached template (Attachment 1) includes all the activities required for this analysis, but given the timing and broad content, we will accept the proposals for analyses with reduced content covering at least 3 sectors that are priorities for us will be accepted: food, fashion (clothing and footwear) and cosmetics, with a particular focus on food and fashion.**

We also kindly request that you complete the form *Obrazac za upis u registar dobavljača* - available on the following link:

<https://www.ice.it/en/sites/default/files/inline-files/obrazac-za-upis-u-registar-dobavljača.pdf> ) so we can register you in our supplier database and evaluate your offer.

Documents related to the possibility of collaboration with our office can be found at the following link:

<https://www.ice.it/en/markets/croatia/accredited-suppliers-register-regulation> .

This registration is required and mandated by our strict internal administrative procedures.

We look forward to receiving your offer and remain at your disposal should you need any clarifications.

Project managers: Morana Reberski Miljenić and Nataša Glogovšek Šimunović:  
zagabria@ice.it

Kind regards,

Marilena Procaccio

Director

ITA Agency - Office of Zagreb

