

Summary Annual Report of the Croatian Competition Agency for 2025

In compliance with its legal obligation under the Competition Act (OG 79/09, 80/13, 41/21 and 155/23), and the Act on the prohibition of unfair trading practices in the business-to-business food supply chain (OG 117/17, 52/21 and 27/24), the Croatian Competition Agency (CCA or Agency) submits its Annual Report for 2025 to the Croatian Parliament within the statutory deadline. The Report informs the political scene, economic operators, professional stakeholders and the general public about all CCA activities in 2025, ensuring transparency of its work and further promoting effective competition and the prohibition of unfair trading practices in the business-to-business food supply chain in the Republic of Croatia.

Competition law is one of the foundations of the market economy, intended to ensure a level playing field for all undertakings regardless of their size, market power or other characteristics. Effective competition encourages entrepreneurship and efficiency, widens consumer choice and brings lower prices and better-quality products and services. It also creates conditions for economic growth based on competitive markets, the effective allocation and use of limited resources, innovation and investment. Achieving this requires action not only by the CCA but also by other government authorities to establish clear and enforceable rules governing market behaviour and develop the capacity to enforce these rules effectively in practice.

Under the Competition Act in effect, the CCA is a stand-alone and independent legal person with public authority acting as the general national regulatory authority responsible for competition in all markets, within its statutory scope and powers. In addition to the Competition Act, these powers derive from European Union (EU) legislation concerning the application of Articles 101 and 102 of the Treaty on the Functioning of the European Union (consolidated versions of the Treaty on European Union and the Treaty on the Functioning of the European Union, OJ C 202, 7.6.2016; TFEU), and the control of concentrations between undertakings, in particular:

- Council Regulation (EC) No 1/2003 of 16 December 2002 on the implementation of the rules on competition laid down in Articles 81 and 82 of the Treaty, OJ L 1, 4.1.2003, pp. 1–25 (Council Regulation (EC) No 1/2003); and
- Council Regulation (EC) No 139/2004 on the control of concentrations between undertakings (the EC Merger Regulation), OJ L 24, 29.1.2004, pp. 1–22 (Council Regulation (EC) No 139/2004).

Accordingly, the CCA is empowered to apply national and European competition law and may conduct proceedings through the parallel application of the Competition Act and Articles 101 and 102 TFEU.

The CCA enforces competition rules prohibiting the prevention, restriction or distortion of competition by undertakings through prohibited agreements between undertakings and abuse of a dominant position in the market (anti-trust rules). It is also responsible for ex-ante merger control.

Since 7 December 2017, the CCA has also been responsible for implementing the Act on the prohibition of unfair trading practices in the business-to-business food supply chain (UTPs Act), the first legislation regulating unfair trading practices in the food supply chain in Croatia. Its application began on 1 April 2018. The first revision transposed Directive (EU) 2019/633 of the European Parliament and of the Council of 17 April 2019 on unfair trading practices in business-to-business relationships in the agricultural and food supply chain (OJ L 111, 25.4.2019; Directive (EU) 2019/633) into Croatian law and entered into force on 1 September 2022. The second revision, adopted in 2024, entered into force on 14 March 2024.

The UTPs Act lays down the rules and measures to prevent the imposition of unfair trading practices and exhaustively lists unfair trading practices in the agricultural and food supply chain whereby buyers use their strong bargaining power over suppliers. It seeks to establish, ensure and protect fair trading practices and participants in the agricultural and food supply chain.

The internal organization and operation of the CCA, its general acts and other matters relevant to its work are regulated in detail by the CCA Statute, which is ratified by the Croatian Parliament.

The CCA is run and managed by the Competition Council (Council), a CCA body consisting of five members. The president and members of the Council are employed by the CCA. They are appointed and relieved of duty by the Croatian Parliament upon the proposal of the Government of the Republic of Croatia, for a five-year term of office. The conditions for appointment, term of office and scope of competence of Council members are regulated in detail by the Competition Act. Council members may not be state officials, hold office in the bodies of political parties or serve on the management, supervisory or governing boards of undertakings. Nor may they belong to any interest association that could give rise to a conflict of interest. The president and members of the Council cannot be removed from office for reasons connected with the proper performance of their duties or exercise of their powers under the Competition Act and Articles 101 and 102 TFEU.

As the body managing the CCA, the Competition Council adopts decisions on all general and individual acts of the CCA at its sessions. Decisions require a majority of at least three votes, and the president or vice-president of the Council must be present at every session. Council members may not abstain from voting.

The president of the Competition Council represents and speaks for the CCA and manages its activities. The president organises and directs the work and operations of the CCA and is

responsible for its professional performance. The vice-president is elected by a majority of Council members on the president's proposal.

All Council members previously worked at the CCA and are long-standing experts in competition law or unfair trading practices. The Council currently consists of Mirta Kapural, PhD, LLM, president (serving her first term since 1 October 2021); Branimira Kovačević, MA, economist, vice-president (serving her first term since 28 February 2024); and Council members Hrvoje Šeremet, LLM (serving his first term since 28 February 2024), Sandra Mikinac, LLM (serving her first term since 2 March 2024) and Nikolina Moslavac, LLM (serving her first term since 5 December 2025). In the report year, the Council held 37 sessions and discussed 164 agenda items.

The CCA's everyday administrative and professional tasks are carried out by its expert team, comprising masters of law who have passed the Bar Exam, masters of economics specialising in competition, and IT experts specialising in digital forensics. As a rule, every case is handled by a team of at least one lawyer and one economist, often joined by an IT or digital forensics expert, depending on the complexity of the case.

The CCA's expert team conducts administrative (investigation) proceedings and establishes the facts of the case. On the basis of the facts established, the Council takes a decision on the merits of each case, on which the CCA resolves a particular administrative matter.

The CCA operates independently and exercises its powers impartially in the interest of effective and consistent enforcement of the legislation within its jurisdiction. The Council and the CCA's expert team act independently of political or other external influence, neither seeking nor receiving instructions from the Government of the Republic of Croatia or any other public or private entity when exercising their duties and powers. The CCA reports on its work to the Croatian Parliament.

The CCA has no revenue of its own; its activities are financed exclusively from the State Budget of the Republic of Croatia. In accordance with the fiscal capacity of the State Budget, the CCA is provided with qualified staff and the financial, technical and technological resources needed to exercise its powers effectively. The CCA is independent in the appropriate use of allocated financial resources, without prejudice to and in full compliance with the special regulations governing the execution of the State Budget.

The CCA performs its obligations with particular consideration and manages the budgetary resources allocated to it responsibly.

Following the amendments to the State Budget for 2025, the planned funds for activities within the CCA's scope amounted to EUR 3,330,678.00, while executed expenditure was EUR 3,224,026.88, representing 96.80 % of the current plan for 2025.

Fines determined and imposed by the CCA for infringements of the Competition Act and the UTPs Act constitute revenue of the State Budget of the Republic of Croatia.

In 2025, the CCA imposed fines totalling EUR 322,500.

All CCA activities in the area of competition and unfair trading practices in the agricultural and food supply chain in 2025 were carried out with a slightly larger expert team than in the previous year. As of 31 December 2025, the CCA had 62 employees, compared with 56 in 2024.

The CCA's task is to contribute to well-functioning markets for the benefit of consumers, undertakings and the economy as a whole by removing market barriers and failures through effective enforcement of competition rules and the rules prohibiting unfair trading practices in the agricultural and food supply chain.

The main objective of the CCA, as the expert authority and general competition regulator for all markets, is to establish and preserve effective competition through competition law enforcement and advocacy. Effective competition stimulates long-term economic growth, benefits the Croatian economy and ensures wider consumer choice, better-quality products and services and lower prices. At the same time, it encourages undertakings to improve efficiency and innovation and ensures the establishment and protection of fair trading practices in the agricultural and food supply chain.

In 2025, which marked the thirtieth anniversary of the adoption of Croatia's first Competition Act, the CCA clearly focused its activities on areas with the greatest impact on consumer welfare and effective market functioning. Priority was given to enforcement activities with a strong impact on competition, innovation, productivity and the economy's resilience to disruptions.

The detection, elimination and sanctioning of the most serious infringements of competition rules remained central to the CCA's work, particularly prohibited agreements between undertakings, abuse of a dominant position and unfair trading practices in the agricultural and food supply chain. Particular emphasis was placed on cartels as the most serious and harmful form of distortion of competition, directly leading to higher prices, reduced choice and harm to consumers and the economy.

The CCA focused on key markets of strategic importance, including grocery retail, electronic communications and energy. In these markets, it intensified its monitoring and analytical activities to identify and effectively prevent anti-competitive conduct in a timely manner, consistently exercising all its statutory powers.

In public procurement, a particularly high-risk area for prohibited agreements that cause substantial harm to the economy, the CCA further intensified efforts to prevent and detect bid rigging in public tenders. Through cooperation with competent institutions and

international projects, it focused on strengthening the capacities of all stakeholders to build a more resilient and transparent public procurement framework.

At the same time, the CCA continued to develop and apply modern tools for detecting infringements, including digital forensic methods and analysis of electronic evidence, further improving enforcement effectiveness.

The CCA continues to participate in the implementation of Regulation (EU) 2022/1925 on contestable and fair markets in the digital sector (Digital Markets Act or DMA), in accordance with the national legislative framework. A national implementing regulation (OG 131/23) designated the CCA as the competent authority for its implementation at the national level. This further strengthened the Agency's role in monitoring digital markets and ensuring fair and contestable competition conditions in the digital environment.

During 2025, the CCA continued to strengthen the institutional and operational capacities of the Digital Affairs Department, established in 2024, to monitor digital markets and contemporary market trends more effectively. Further development of expertise in data analysis and digital forensics improved the CCA's ability to process complex datasets, monitor market behaviour in the digital environment and understand digital platform business models, including algorithms, network effects and data management.

These capacities were further developed in 2025 through specialised trainings, internal analytical tools and more intensive cooperation with national and European authorities. The CCA actively joined the European Technical Support Instrument (TSI) project on the role of artificial intelligence in competition enforcement. This further enhanced its ability to act promptly and effectively in the digital environment and to build a modern, robust competition enforcement framework aligned with European standards and the challenges of the digital economy.

Strengthening institutional capacities remained a prerequisite for the effective operation of the CCA. Particular emphasis was placed on recruiting experts and providing continuous professional development so that the CCA can meet increasingly complex challenges in modern markets and maintain high standards of quality and efficiency in exercising its powers.

In 2025, the CCA resolved 714 cases in the areas of competition and unfair trading practices in the agricultural and food supply chain (50 administrative and 664 non-administrative cases).

For the infringements established in 2025, the CCA imposed fines totalling EUR 322,500, all in the area of unfair trading practices.

Since obtaining the fining powers under both laws within its jurisdiction (in 2012 under the Competition Act and in 2018 under the UTPs Act) and up to the end of 2025, the CCA

imposed fines totalling EUR 7,152,186.13, of which EUR 5,520,522.52 related to competition and EUR 1,631,663.61 to unfair trading practices.

Table 1. Number of resolved cases in 2025

	Number of resolved cases in 2025		
	Competition	Unfair trading practices in the agricultural and food supply chain	Total
Administrative cases	46	4	50
Non-administrative cases	637	27	664
Total:	683	31	714

Source: CCA

In 2025, the CCA analysed the number of resolved cases and administrative cases pending as of 31 December 2025. A total of 714 cases were resolved.

In 2025, the number of merger notifications from the European Commission (EC) was slightly lower, with 22 fewer than in 2024. These notifications still accounted for more than half (54%) of all resolved administrative and non-administrative cases, with 383 such cases resolved.

Competition advocacy activity remained stable, with 112 cases resolved and a slight increase in opinions and statements issued. This confirms the CCA's continuing expert support for market participants and public authorities, primarily through its numerous opinions on the compatibility of legislation with competition law.

In the area of unfair trading practices in the agricultural and food supply chain, four administrative cases were resolved, while a large number of suppliers participating in the agricultural and food supply chain continued to be monitored.

As of 31 December 2025, 38 administrative cases were pending. By comparison, 33 administrative cases remained unresolved as of 31 December 2024. Of the 38 cases, 22 were initiated in 2025 and 16 in previous years (2024, 2023 and 2022); 25 were in the area of competition and 13 related to unfair trading practices.

By the date of submission of this Report, a further nine administrative cases from 2025 had been resolved: eight in competition and one in unfair trading practices.

Besides administrative proceedings, a large part of the CCA's competition work consists of non-administrative cases, including opinions on draft laws and other proposed regulations and on laws and regulations already in force; sector inquiries; responses to submissions that do not qualify as initiatives for opening proceedings because they do not contain the elements required under the Competition Act; preliminary market investigations to determine whether sufficient indications exist to initiate administrative proceedings; database cases; notifications of concentrations under Council Regulation (EC) No 139/2004; cooperation with other authorities and regulators; international cooperation; internal acts of the CCA; responses to requests for access to information; and other statements and replies to the addressed actors of the Competition Act.

Similarly, in the area of unfair trading practices in the agricultural and food supply chain, the CCA receives queries from natural and legal persons that are not connected with specific administrative (investigation) proceedings and responds promptly through non-administrative cases. It also examines contractual terms and the compliance of buyers' business practices with suppliers of agricultural and food products with the UTPs Act. In non-administrative cases, it investigates allegations in submissions, most of them anonymous, by requesting information, documentation and written explanations directly from alleged infringers under its statutory powers. It then assesses the collected and analysed information to establish whether indications exist for initiating administrative proceedings.

The CCA's principal objective during the period under review remained its core activity: enforcing national and European competition law within its powers, with an emphasis on eliminating hardcore restrictions of competition and actively cooperating with the EC and competition authorities in other countries. Its work focused on conduct by undertakings that directly restricts competition and national economic growth.

Proceedings to establish distortions of competition arising from prohibited agreements between undertakings or abuse of a dominant position by undertakings are particularly complex because they require a detailed economic and legal analysis and protection of the parties' rights of defence. They are therefore regulated in detail by the Competition Act.

In 2025, the CCA resolved 30 initiatives within the meaning of the Competition Act and three complaints seeking the initiation of ex-officio administrative proceedings within the meaning of the General Administrative Procedure Act.

In specific proceedings concluded in 2025, the CCA analysed a total of 98 relevant markets, representing an increase in analytical activity compared with the previous period. Of these, 22 analyses concerned prohibited agreements between undertakings, 17 abuse of a dominant position and 59 assessments of the compatibility of concentrations. This further illustrates the complexity and intensity of the CCA's competition work.

Eliminating hardcore restrictions of competition prohibited by the Competition Act remained one of the CCA's priorities in 2025. These include prohibited agreements whose object or effect is to distort competition, particularly horizontal agreements between direct competitors (cartels). Through price fixing, market sharing, restrictions on production or technological development and other prohibited terms or conduct, such agreements cause the greatest harm to the economy and consumers and constitute the most serious infringement of competition rules.

In 2025, the CCA resolved 32 cases involving prohibited agreements (nine administrative and 23 non-administrative cases). It investigated 22 relevant markets in the cases resolved.

Abuse of a dominant position by an undertaking that, by virtue of its market power, can act to a considerable extent independently of its actual or potential competitors, consumers, buyers or suppliers also jeopardises the competitive market structure and prevents competitors from entering or expanding in the market.

In the area of abuse of a dominant position by an undertaking/undertakings the CCA resolved 42 cases in this area in 2025 (22 administrative and 20 non-administrative cases), investigating 17 relevant markets.

Concentrations between undertakings are generally a normal part of consolidation and restructuring, undertaken in response to significant changes in relevant markets to achieve savings and synergies that enable newly formed economic entities to operate more efficiently. Unlike the assessment of prohibited agreements and abuse of a dominant position, which the CCA initiates ex post on its own initiative, the assessment of compatibility of concentrations is conducted ex ante on the basis of notifications by the undertakings concerned, and only where a notification to the CCA is mandatory. Parties to a concentration whose combined annual turnover exceeds the statutory thresholds in the global and Croatian markets laid down in Article 17(1) of the Competition Act must notify the CCA of the proposed concentration and may not implement it until the CCA has assessed its compatibility.

In 2025, the CCA resolved 25 cases involving the assessment of compatibility of concentrations (15 administrative and 10 non-administrative cases), analysing 59 relevant markets. No concentration was prohibited in 2025.

In addition, the CCA received 383 merger notifications from the EC in 2025. These cases required an assessment of whether the concentrations, although notified to the EC, also affected the Croatian market. Within European Competition Network (ECN) cooperation, the authority best placed to handle the compatibility assessment is also determined. In other words, the EC must transmit notifications of concentrations with an EU dimension to the competition authorities of all EU Member States. As a rule, these concentrations produce effects in at least three Member States.

Sector inquiries represent another important CCA activity and are undertaken to gain a better understanding of the structure of and relationships within particular markets. These legal and economic analyses examine how markets operate, possible barriers to market entry and the regulatory framework governing particular activities, thereby providing essential foundations for effective enforcement of the rules within the CCA's jurisdiction.

Thus, in addition to the 98 relevant markets investigated in specific cases, the CCA conducted three sector inquiries and one market overview in 2025: the wholesale and retail grocery market - predominantly food, beverages and household hygiene products in Croatia for 2024; the Croatian press publishing market for 2024; a sector inquiry into relationships between retailers and suppliers in the vertical supply chain for food, beverages and hygiene products in Croatia; and an overview of the Croatian construction sector (2024–2025).

Throughout 2025, the CCA systematically pursued competition law and policy advocacy, with particular emphasis on strengthening competition culture and raising awareness of its essential role in ensuring effective markets, economic growth and consumer protection. Its activities aimed to create a stable institutional and economic environment that encourages market entry by new undertakings, removes structural and administrative barriers, and supports the development of an open, competitive and fair market system.

These advocacy activities complement and strengthen the CCA's primary enforcement work. Here, a particularly important instrument is the CCA's power to issue expert opinions on draft laws and regulations and on legislation already in force, including their compliance with competition rules and other matters that may significantly affect competition.

In 2025, the CCA resolved 112 competition advocacy cases, comprising 12 opinions on legislation, 94 statements and six cooperation cases.

Regarding the judicial review of the CCA decisions in competition matters, no appeal is allowed, but a dissatisfied party may bring an administrative dispute before the High Administrative Court of the Republic of Croatia (High Administrative Court). A panel of three judges decides on claims against CCA decisions.

It should be emphasised that the CCA is represented before the courts in proceedings challenging its competition and unfair trading practices decisions exclusively by its own legal experts who have passed the Bar Exam and have at least four years of subsequent professional experience. The CCA does not engage external attorneys; its legal experts successfully undertake this additional demanding work.

During the report year, the High Administrative Court delivered ten judgments in competition cases dismissing all claimants' claims and upholding the CCA's decisions in their entirety.

As regards the enforcement of the UTPs Act, the CCA resolved 31 unfair trading practices cases in 2025, of which four were administrative and 27 non-administrative. As of 31 December 2025, 13 administrative proceedings remained pending.

In 2025, the CCA closed four administrative proceedings in the area of unfair trading practices. In three proceedings, following investigations under the UTPs Act, the CCA established that the parties had used their strong bargaining power by imposing unfair trading practices on their suppliers and imposed fines for these infringements. In one proceeding, the CCA found that the statutory requirements for continuing the case were not met and therefore terminated it. In three of the completed proceedings, the proceedings had been initiated following examinations of buyers' compliance with the UTPs Act in their dealings with suppliers, during which the collected and analysed documents and data indicated grounds for initiating ex-officio administrative proceedings. The fourth proceeding was initiated on the basis of information in an anonymous complaint submitted to the CCA.

In the completed administrative proceedings, the CCA conducted investigations involving extensive contractual documentation governing the relationships of buyers (parties to the proceedings) with their suppliers of agricultural and food products and obtained statements from both parties and suppliers. For every contract examined, including appendices, annexes and general terms of business, the CCA also analysed extensive economic documentation, such as analytical ledgers, invoices, purchase slips, delivery notes, goods receipt records, payment confirmations, price lists, commercial terms and other documents relating to the period examined in each completed proceeding.

Between 1 January and 31 December 2025, the CCA imposed fines totalling EUR 322,500 on infringers of the UTPs Act. During the same period, a total of EUR 225,628.77 in fines was paid into the State Budget.

If no claim is filed, fines must be paid once the CCA decision becomes enforceable, or once the court judgment becomes final. Statutory default interest accruing from the date of service of the CCA decision on the party to the date of payment is included in the amount payable. The CCA may authorise payment of a fine in instalments if a party provides reasonable justification for its request and appropriate supporting evidence.

Between 1 January and 31 December 2025, the CCA received four complaints, two anonymous and two non-anonymous. Of these four complaints, the two non-anonymous complaints were resolved by 31 December 2025. Neither revealed indications warranting the initiation of administrative proceedings.

One non-anonymous complaint received in 2024 was resolved in 2025. Indications established in the non-administrative case opened following the complaint led to the initiation of administrative proceedings. In 2025, three complaints were resolved: two received in 2025 and one in 2024. All three resolved complaints were non-anonymous.

In the area of unfair trading practices in the agricultural and food supply chain, no appeal against a CCA decision is allowed, but an administrative dispute may be initiated before the competent administrative court on the grounds of: (1) infringement of substantive law on unfair trading practices in the agricultural and food supply chain; (2) a substantial procedural infringement; (3) incorrect or incomplete establishment of the facts; or (4) an incorrect decision regarding a fine or other matters decided by the Agency. The High Administrative Court has jurisdiction in the second instance.

The parties filed claims before the competent administrative courts against two CCA decisions adopted in 2025. Proceedings also remained pending before the competent administrative court in relation to a claim filed against a CCA decision in 2023.

In 2025, the High Administrative Court dismissed two appeals by claimants against judgments of the competent administrative courts that had rejected their claims seeking annulment of CCA decisions establishing unfair trading practices under the UTPs Act and imposing fines.

International cooperation remained an important segment of the CCA's activities. In 2025, international activities took place through multilateral cooperation as well as bilateral contacts with competent authorities in the EU and globally.

Cooperation with the OECD takes place twice a year in the Competition Committee, in which the CCA has held participant status since June 2016, and at the Global Forum on Competition, which is open to all jurisdictions regardless of the OECD membership. Committee meetings comprise a series of roundtables and discussions based on written and oral contributions. Representatives of the CCA's expert team also attended several regular seminars organised by the OECD Regional Centre for Competition (RCC) in Budapest.

In June 2025, the OECD–SIEMENS project entitled “Fair Market Conditions for Competitiveness” was completed. It aimed to support a level playing field and fair market conditions in three pilot countries of the Adriatic region (Serbia, Croatia and Bosnia and Herzegovina) to improve competitiveness and integrity in a sustainable and inclusive manner. CCA representatives actively participated in the implementation of this three-year project.

At the EU level, the Council Working Party on Competition held seven meetings during the Polish and Danish Presidencies of the Council of the EU in 2025 to discuss current matters within the CCA's jurisdiction. Competition authorities continued to exchange a large number of requests through the information exchange network between Member States. The CCA received and responded to 58 requests for information (an average of 2.2 requests per Member State) and sent two requests to other Member States, demonstrating its commitment to active cooperation. Between 1 January and 31 December 2025, 32 CCA

representatives participated in 45 meetings of working groups, subgroups and advisory committees. Two meetings of the heads of national competition authorities were held, in June and November 2025.

The CCA is currently participating in a Technical Support Instrument (TSI) project addressing bid rigging in public procurement. Croatia is the lead Member State in this project, implemented together with the competition authorities of Austria, Bulgaria, Cyprus, Greece and Romania. Its objective is to raise awareness and educate all public procurement stakeholders on the need to comply with competition rules. Three workshops have been held, and completion is planned for the second half of 2026.

Implementation has also begun on the two-year EU TSI technical assistance project “DICE”, aimed at strengthening the digital capacities of national competition authorities. The CCA participates alongside authorities from another 14 EU Member States. The project develops expert and analytical knowledge needed for effective competition law enforcement amid rapid advances in artificial intelligence, data science and digital technology. Through comprehensive, practice-oriented training, the CCA is further modernising its institutional capacities, with particular emphasis on analysing algorithmic business models and data-driven market power. In the long term, the project will enhance legal certainty and strengthen competition protection for undertakings and consumers.

Through various communication channels, the CCA attaches particular importance to public engagement and transparency. It actively promotes competition law and policy by educating undertakings and consumers and through transparent and open communication. Similarly, the CCA educates stakeholders about the prohibition of unfair trading practices in the agricultural and food supply chain and informs the addressed actors of the relevant legislation.

During 2025, CCA staff were particularly active in competition advocacy, confirming the Agency's strong educational and preventive role. Approximately twenty expert lectures, workshops and training events were held, and several specialist articles were published, increasing the visibility and understanding of the competition regulatory framework. Training under the Competition Act used practical examples to cover fundamental concepts of competition, the role of the CCA and cooperation with the EC, prohibited agreements (including cartels), abuse of a dominant position and merger control.

In July 2025, at the initiative of the CCA, the Croatian National Bank hosted the first annual meeting of regulators. Bringing together representatives of seven key supervisory and regulatory authorities, the meeting marked an important advance in strengthening cooperation and coordination among Croatia's regulatory institutions. Discussions on the role of regulators and their relations with consumers highlighted the importance of joint action, sharing experience and more effective public communication. The event was established as a regular annual meeting.

In the area of the UTPs Act, particular emphasis was placed on fair trading practices between buyers and suppliers in the agricultural and food supply chain, including analysis of the most common unfair practices. Programmes regularly covered legislative developments and recent practice to ensure timely information about the evolving regulatory framework. In this way, the CCA systematically deepens its dialogue with professional and business stakeholders—undertakings, courts, lawyers and academia—while strengthening competition culture and legal certainty.

The CCA upholds transparency, independence, impartiality and professionalism in its communication with parties and the public. **Under its adopted and publicly available Communication Strategy, it publishes decisions, opinions, annual reports, expert articles and press releases on initiated proceedings, adopted decisions and CCA practice on its website.** Authorised CCA representatives appear in the media and communicate with journalists, while the Agency publishes educational materials and brochures and regularly participates in seminars and conferences on competition and the prohibition of unfair trading practices in the agricultural and food supply chain. All press releases, the legislative framework and summaries of CCA decisions are translated into English and published on the CCA website. The CCA is also active on LinkedIn, where it regularly posts important news about its work, including decisions, conferences, educational content and other information of interest to professional stakeholders and the wider public, improving transparency and accessibility of information.

In 2025, the CCA published 68 decisions, responded to 44 media queries and 12 queries from parties, and issued 88 press releases, further enhancing the transparency and openness of its work. It published ten monthly electronic newsletters, “AZTN info”, providing concise overviews of decisions, expert activities, key information and trends in competition in Croatia and the EU. The CCA also prepared a brochure on its work in 2024, systematically presenting the most important information and activities from the previous year and confirming its continuing commitment to public information and competition culture.

These activities are linked to the CCA's priorities for 2025: strengthening competition, fostering innovation and economic resilience, and promptly detecting and sanctioning the most serious competition infringements, including prohibited agreements between undertakings, abuse of a dominant position and unfair trading practices in the agricultural and food supply chain.

The CCA's high degree of transparency is further reflected in its fulfilment of statutory obligations concerning the right of access to information under the Right of Access to Information Act. The CCA ensures access through the regular publication on its website of decisions within its jurisdiction, press releases, opinions, general and internal acts, and by providing information to persons submitting access requests. Under Article 13(1) of the Right of Access to Information Act (OG 25/13, 85/15 and 69/22), the president of the Council appointed an information officer and a deputy information officer.

By 31 January 2026, the CCA prepared its Report on the Implementation of the Right of Access to Information Act for 2025, submitted it to the Information Commissioner and published it on its website. In 2025, the CCA received ten requests for access to information. All were processed within the prescribed deadlines, and the decisions were delivered to the applicants.

In 2025, the CCA launched three recruitment procedures, resulting in the appointment of seven new employees. Some recruitment procedures were cancelled because of insufficient interest among candidates, largely reflecting the CCA's limited ability to compete with salaries offered by other regulatory and public authorities and the private sector. The CCA obtained the required prior approvals from the Ministry of the Economy for these recruitment competitions.

In institutional terms, the CCA continued investing in its capacities, digital tools and specialist knowledge to respond promptly to the challenges of digitalisation, including the growing impact of artificial intelligence on market developments. Active participation in European and international networks and the implementation of best practices and standards contributed to knowledge exchange, stronger regulatory practice and enhanced staff expertise.

In the Croatian economy, the CCA plays a particularly important role because effective competition is a key prerequisite for a level playing field, innovation, greater business performance and better-quality products and services. Through its work, the CCA prevents market distortions and unfair practices that could undermine trust in markets, directly contributing to the stability, competitiveness and sustainable growth of the Croatian economy.

In the period ahead, the CCA will continue pursuing a balanced approach combining effective law enforcement with a strong preventive role, while further enhancing transparency and cooperation with all relevant stakeholders, including national and international regulatory and supervisory authorities, the European Commission and other national competition authorities.