About us

The Agrokor Group is the largest private company in Croatia and one of the leading regional companies with consolidated total revenues of HRK 26.5bn in 2010 and employing more than 35,000 people.

The Agrokor Group's core businesses are the production and distribution of food and drinks on the one hand and retail on the other, comprising among others Croatia's largest producers of mineral water - Jamnica d.d.; ice-cream - Ledo d.d.; oil, margarines and mayonnaise - Zvijezda d.d.; the largest Croatian meat industry - PIK Vrbovec d.d.; Belje, the largest agricultural and industrial capacity in Croatia and the leading retail chain - Konzum d.d.

Since it was established 30 years ago, due to a clear business vision, a consistently applied strategy and well-considered investments Agrokor has grown from a small family-owned company for the production and sale of flowers to become the leading food industry and retail group in the region today.

The leading positions of Agrokor's companies are reflected in their hight market shares, Ledo dominates the Croatian ice cream market, Zvijezda the margarines market, while Jamnica dominates the mineral and spring water market in Croatia.

Having achieved and strengthened its indisputable leading positions on the market of Croatia in all of its major businesses, Agrokor has made a further step in an attempt to realize its long-term strategic objective - a key position throughout the region.

Apart from the Croatian companies, the Agrokor Group today also comprises companies from all over the region acquired during the last few years: Ledo Čitluk, Sarajevski kiseljak, Velpro Sarajevo, Frikom, Dijamant, Idea, Ledo Hungary and Fonyodi.