

# Attitudes towards piracy and counterfeiting amongst 15- to 24-year-olds in Croatia



**56%**  
in Croatia vs 60% in the EU  
have not accessed pirated content



**28%** in Croatia vs 21% in the EU  
have accessed pirated content intentionally in the last 12 months

What types of **content from illegal** sources are **accessed the most in Croatia?\***



*\*Percentages refer to respondents who intentionally accessed a particular kind of pirated content.*

## Increased purchase of counterfeit goods

What fake products are **intentionally** bought the most in Croatia?

**31%**  
in Croatia vs 37% in the EU  
intentionally bought at least one fake product in the last 12 months



**12%**  
**Clothes**  
and accessories



**7%**  
**Footwear**



**8%**  
**Electronic devices**



**5%**  
**Hygiene, cosmetics, personal care and perfume products**

**Helping young people make informed choices is key**