

Supermarkets in Slovakia

Market Direction | 2023-03-14 | 34 pages | Euromonitor

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Report description:

Supermarkets had a good year in 2022, with sales driven by growing numbers of outlets as well as an ongoing shift in consumer shopping behaviour. For example, while COOP Jednota has been decreasing its number of convenience stores, it simultaneously opened 15 new supermarkets. It also engaged in renovations, such as its convenience store in Maly Saris, the selling space of which increased turning it into a supermarket in 2022.

Euromonitor International's Supermarkets in Slovakia report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Supermarkets market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Good year for supermarkets as the number of outlets increases, with consumers eschewing smaller formats for supermarkets due to household budget constraints

Supermarkets renew loyalty programmes and widen their private label ranges

Billa taps into retail e-commerce via its own website but uses third party logistics specialist to make deliveries

PROSPECTS AND OPPORTUNITIES

Growing competition from discounters and foods e-commerce leads more supermarkets to engage in retail e-commerce

Supermarkets focus on consumer engagement and boost their private label ranges

Supermarkets invest in technology, especially at the check out

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