

## **Slovenia E-commerce - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 100 pages | Mordor Intelligence

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### **Report description:**

The Slovenia E-commerce Market is expected to register a CAGR of 7.5% during the forecast period.

#### **Key Highlights**

- According to International Trade Administration, In recent years, online consumer goods sales have increased significantly in Slovenia, as has the use of credit cards for both in-person and online transactions. Practically all Slovenians aged 10 - 74 and web in Slovenia pages almost all organizations with ten or more employees have access to broadband internet.
- Additionally, As per the statistics, over 48% of Slovenian internet users make monthly web transactions, doubling the average purchase amount. Food and beverage, automobile, pet food, and product categories have seen the most rapid expansion in Slovenia; 76% of websites have produced online versions of mobile-friendly web pages.
- Moreover, the pandemic created numerous opportunities for E-Commerce to thrive in Slovenia. Consumers have no choice but to adapt to internet buying due to social distance and time constraints on providing numerous services and products. One of the biggest advantages of internet sales in 2020 was that customers could shop from the comfort of their own homes.
- According to the Statistical Office of the Republic of Slovenia, 81% of businesses with ten or more employees have a website. However, many internet retailers, particularly supermarket stores, were unprepared for the surge in consumer demand caused by the COVID-19 outbreak.

#### **Slovenia E-commerce Market Trends**

Domestic E-Commerce is Expanding Rapidly in Slovenia

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- Slovenian E-Commerce is rapidly expanding due to decreasing prices and a growing variety of items. Customs duties are not charged on online transactions made within the EU. Despite the foreign competition, nearly half of Slovenian internet shoppers (49%) adhere to domestic online stores. [www.ceneje.si](http://www.ceneje.si), [www.mimovrste.si](http://www.mimovrste.si), [www.nakupovanje.net](http://www.nakupovanje.net), [www.enaa.com](http://www.enaa.com), [www.mercator.si](http://www.mercator.si), and [www.trgovine.net](http://www.trgovine.net) are amongst the most popular Slovenian E-Commerce sites. As more Slovenians shop online for goods and services from other EU nations and the United States, cross-border E-Commerce is rising.
- Slovenians shop on all major worldwide E-Commerce sites, including [www.amazon.com](http://www.amazon.com), while many Slovenians choose to save duties by purchasing from EU-based websites of popular American online companies such as Amazon Germany. The most popular online commodities are electronics, fashion products, housing equipment, publications, pharmaceuticals, health supplements, trip bookings, and airline tickets.
- Slovenia is also a SEPA member (Single Euro Payments Area). It is a European agreement that makes handling non-cash payments in the European Union easier. These payments are subject to similar legal regulations, making payments between member countries easier and more efficient. It also boosts the transaction's security.
- In Slovenia, Business-to-Business (B2B) eCommerce is still in its infancy, with many businesses relying on older systems with outmoded processes and local sales channels. Slovenia's vehicle sector is growing its B2B commerce infrastructure, with many sales to Germany, France, and Italy.

#### Fashion Holds the Largest Share in E-Commerce

- Fashion is the most significant portion of the Slovenian E-Commerce market. Fashion is perhaps the most popular segment in Slovenia, contributing to around 30% of all eCommerce income, as stated by the E-commerce Germany blog.
- Regarding preferred E-Commerce stores, these are all Slovenian services or stores, not just Slovenian domains. The undisputed leader is marketplace [mimovrste.com](http://mimovrste.com), and second place is [merkur.si](http://merkur.si), a DIY store. [Bigbang.si](http://Bigbang.si), an eCommerce site that sells electronic equipment, is ranked third.
- According to the E-commerce Germany blog, Slovenes prefer to pay with prepaid cards, which account for up to 63 percent of all transactions. Mobile phones come in second with a slightly lower score, accounting for 17% of the payment market. Then there are credit cards (10%) and electronic wallets (9%).
- According to E-commerce news, cash on delivery is still the most preferred payment method in Slovenia. Due to a lengthy history of cash transactions, this is the case. Approximately 40% of consumers in Slovenia currently pay with cash when their items are delivered. On the other hand, electronic payments have become more popular in recent years. Credit cards account for about a fifth of all purchases, up 12% from 2020.

#### Slovenia E-commerce Industry Overview

The degree of competition in Slovenia's e-commerce market is high due to the presence of many market players. The number of local and global brands in the e-commerce market has increased, leading to high competition. These players are initiating various product launches, partnerships, and collaborations to gain a competitive advantage in the market.

- April 2022 - Auchan is looking to bolster its presence in southeastern Europe in cooperation with Hungarian-American investment fund Indotek, with a bid for Slovenian E-commerce player Mercator. Mercator is also looking for an investor who would participate in developing, financing and constructing its new BTC central logistics center in Ljubljana.
- October 2021 - Worldline, a payments and transactional services firm based in Europe, has announced a partnership with Livescale, a pioneer in adopting live shopping. Worldline and Livescale will collaborate to create an embedded commerce solution

with seamless in-video checkout capabilities across social media and websites. The technology will enable 150 online payment methods, allowing buyers in European nations like Slovenia to pay in any way they want.

#### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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