



Appliances and Electronics Specialists in Slovakia

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Reduced spending on non-essentials dampens retail value growth in 2024
Nay's acquisition of Datart solidifies the players leadership position in 2024
Retail e-commerce challenges sales as consumers look for the best deals

PROSPECTS AND OPPORTUNITIES

Premium products and tech-savvy consumers will positively increase demand
A lack of new home constructions may challenge sales across the forecast period
Consumers may prioritise local businesses across the forecast period

CHANNEL DATA

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Retail in Slovakia - Industry Overview

EXECUTIVE SUMMARY

Retail in 2024: The big picture
Retailers offer added-benefits, deals and discounts to drive sales
Leading players focus on consolidation to prioritise efficiency
What next for retail?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
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- Seasonality
- Christmas
- Easter
- Back to School

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