



Euromonitor
International

Discounters in Slovakia

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Discounters benefit from offering value-for-money during a time of price sensitivity
Players focus on their e-commerce presence and smartphone apps to drive engagement
Lidl supports it Parkside range with a robust marketing campaign

PROSPECTS AND OPPORTUNITIES

Rising purchasing power will challenge sales from discounters as consumers reach for premium goods
New legislative measures are set to impact consumer spending during 2025
Biedronka announces plans to open in Slovakia, challenging Lidl's position over the forecast period

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Retail in Slovakia - Industry Overview

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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?

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DISCLAIMER

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- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/discounters-in-slovakia/report.