



Euromonitor  
International

# Supermarkets in Slovakia

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Supermarkets focus on deals and discounts to boost value growth in 2024  
Players extend their e-commerce delivery services to drive growth and boost sales  
Proximity benefits supermarkets, however, discounters are strong competition

PROSPECTS AND OPPORTUNITIES

A focus on price and promotions is set to drive sales during 2025  
Mobile apps are set to offer consumers personalised deals and offers  
Increased competition may challenge supermarkets across the forecast period

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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
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