



Euromonitor  
International

# Hypermarkets in Slovakia

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Hypermarkets record the strongest growth in grocery retailers, as consumers appreciate choice and variety  
Tesco expands its retail e-commerce presence to increases its coverage  
Deals and promotions from discounters and supermarkets challenge sales

PROSPECTS AND OPPORTUNITIES

Rising VAT is set to negatively impact sales from hypermarkets  
Digital integration will focus on personalised content and gamification to engage consumers  
Players focus on increasing their sustainable strategies and eco-friendly practices

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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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