



# Health and Beauty Specialists in Slovakia

March 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

As consumers prioritise essentials, pharmacies perform well in 2024  
A decrease in common illnesses leads to lower growth for pharmacies  
Pharmacy chains lead the competitive landscape as Dr Max Holding retains its lead

PROSPECTS AND OPPORTUNITIES

New entrants are expected, increasing competition across the forecast period  
Consumer buying habits are set to adapt as VAT increases are implemented  
Automation in pharmacies may improve the customer shopping experience

CHANNEL DATA

- Table 1 - Health and Beauty Specialists: Value Sales, Outlets and Selling Space 2019-2024
- Table 2 - Health and Beauty Specialists: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 3 - Sales in Health and Beauty Specialists by Channel: Value 2019-2024
- Table 4 - Sales in Health and Beauty Specialists by Channel: % Value Growth 2019-2024
- Table 5 - Health and Beauty Specialists GBO Company Shares: % Value 2020-2024
- Table 6 - Health and Beauty Specialists GBN Brand Shares: % Value 2021-2024
- Table 7 - Health and Beauty Specialists LBN Brand Shares: Outlets 2021-2024
- Table 8 - Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 9 - Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
- Table 10 - Forecast Sales in Health and Beauty Specialists by Channel: Value 2024-2029
- Table 11 - Forecast Sales in Health and Beauty Specialists by Channel: % Value Growth 2024-2029

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
- Summary 1 - Standard Opening Hours by Channel Type 2024
- Seasonality
- Christmas
- Easter
- Back to School

MARKET DATA

- Table 12 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024
- Table 13 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024
- Table 14 - Sales in Retail Offline by Channel: Value 2019-2024
- Table 15 - Sales in Retail Offline by Channel: % Value Growth 2019-2024
- Table 16 - Retail Offline Outlets by Channel: Units 2019-2024
- Table 17 - Retail Offline Outlets by Channel: % Unit Growth 2019-2024
- Table 18 - Sales in Retail E-Commerce by Product: Value 2019-2024
- Table 19 - Sales in Retail E-Commerce by Product: % Value Growth 2019-2024
- Table 20 - Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024

Table 21 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024  
Table 22 - Sales in Grocery Retailers by Channel: Value 2019-2024  
Table 23 - Sales in Grocery Retailers by Channel: % Value Growth 2019-2024  
Table 24 - Grocery Retailers Outlets by Channel: Units 2019-2024  
Table 25 - Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024  
Table 26 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024  
Table 27 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024  
Table 28 - Sales in Non-Grocery Retailers by Channel: Value 2019-2024  
Table 29 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024  
Table 30 - Non-Grocery Retailers Outlets by Channel: Units 2019-2024  
Table 31 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024  
Table 32 - Retail GBO Company Shares: % Value 2020-2024  
Table 33 - Retail GBN Brand Shares: % Value 2021-2024  
Table 34 - Retail Offline GBO Company Shares: % Value 2020-2024  
Table 35 - Retail Offline GBN Brand Shares: % Value 2021-2024  
Table 36 - Retail Offline LBN Brand Shares: Outlets 2021-2024  
Table 37 - Retail E-Commerce GBO Company Shares: % Value 2020-2024  
Table 38 - Retail E-Commerce GBN Brand Shares: % Value 2021-2024  
Table 39 - Grocery Retailers GBO Company Shares: % Value 2020-2024  
Table 40 - Grocery Retailers GBN Brand Shares: % Value 2021-2024  
Table 41 - Grocery Retailers LBN Brand Shares: Outlets 2021-2024  
Table 42 - Non-Grocery Retailers GBO Company Shares: % Value 2020-2024  
Table 43 - Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024  
Table 44 - Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024  
Table 45 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029  
Table 46 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029  
Table 47 - Forecast Sales in Retail Offline by Channel: Value 2024-2029  
Table 48 - Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029  
Table 49 - Forecast Retail Offline Outlets by Channel: Units 2024-2029  
Table 50 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029  
Table 51 - Forecast Sales in Retail E-Commerce by Product: Value 2024-2029  
Table 52 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029  
Table 53 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029  
Table 54 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029  
Table 55 - Forecast Sales in Grocery Retailers by Channel: Value 2024-2029  
Table 56 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029  
Table 57 - Forecast Grocery Retailers Outlets by Channel: Units 2024-2029  
Table 58 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029  
Table 59 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029  
Table 60 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029  
Table 61 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029  
Table 62 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029  
Table 63 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029  
Table 64 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

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## SOURCES

Summary 2 - Research Sources

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