



Euromonitor
International

General Merchandise Stores in Slovakia

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Variety stores benefit from offering price friendly products during 2024
New players expand in variety stores, however, apparel retailers become rising competition
Consumer-to-consumer e-marketplaces are rising competition for variety stores

PROSPECTS AND OPPORTUNITIES

New players are set to enter the market, driving growth in general merchandise stores
Premiumisation and interest in sustainable attributes will shape purchasing behaviours
Retail e-commerce and affordable online marketplaces will become rising competition

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Retail in Slovakia - Industry Overview

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Leading players focus on consolidation to prioritise efficiency
What next for retail?

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