



Retail E-Commerce in Slovakia

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Modest current value increase in 2023
Competition getting fiercer
Same-day delivery increasingly popular

PROSPECTS AND OPPORTUNITIES

Intensifying competition over forecast period
Pikito offers brick-and-mortar space for e-commerce retailers
Efficient delivery key differentiator in online space

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[Retail in Slovakia - Industry Overview](#)

EXECUTIVE SUMMARY

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