

Retail in Slovenia

April 2023

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Investors aim for acquisitions of Mercator and Tuš, while Mercator-CG seeks to acquire Supermarketi Franca

Traditional retailers face challenges in an evolving, modernised category

PROSPECTS AND OPPORTUNITIES

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Acquisitions and new store openings are a persistent trend, heralding ongoing opportunities

Sustainability trends also seen in non-grocery retail, with second-hand apparel competing with fast-fashion brands

PROSPECTS AND OPPORTUNITIES

Steady ongoing growth expected, with health trends, convenience, and affordability driving shopping behaviours

Beauty specialist Douglas launches in Slovenia, with more new players expected to follow over the forecast period

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Changing behaviours mean e-commerce poses a notable threat to direct selling

Direct selling continues to attract sellers who lost their jobs or seek a secondary income stream

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Expansions and acquisitions offer win-win success for platforms and brands alike, with fashion a major area to watch

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PROSPECTS AND OPPORTUNITIES

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