



Discounters in Slovakia

May 2026

Table of Contents

Discounters in Slovakia - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Intensifying Competition From Biedronka and Mere Reshapes Value-Led Discounters

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Discounters

INDUSTRY PERFORMANCE

Intensifying Competition From Biedronka and Mere Reshapes Value-Led Discounters

Chart 2 - Mere enters the Slovak discounters market

Lidl Strengthens Its Position through Digital Engagement, Loyalty Innovation, and Aggressive Value Positioning

Chart 3 - Value Sales 2020-2030

WHAT'S NEXT?

Value Demand, Expansion, and Digital Innovation Are Set to Drive Long-Term Growth

Intensifying Competition Will Drive Innovation in Private Label Quality and Digital Engagement

Chart 4 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Discounters Remains Highly Concentrated as Biedronka's Expansion Challenges Lidl'S Dominance

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 7 - Economic Context for Discounters

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Discounters

Chart 11 - Population 2020-2030

Chart 12 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in Slovakia - Industry Overview](#)

EXECUTIVE SUMMARY

Retail Faces a Growth Slowdown and Consolidation Amid Economic Pressures

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 13 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Retail Faces a Growth Slowdown and Consolidation Amid Economic Pressures

Health and Beauty Specialists Lead in Value, While General Merchandise Stores Deliver Standout Growth

Private Label Expansion and Digital Innovation Drive Value-Led Retail Transformation

Chart 14 - Mary Kay offers an AI-powered make-up finder to enhance convenience and support online sales

Chart 15 - Value Sales 2020-2030

Chart 16 - Value Sales by Category 2025

Chart 17 - Analyst Insight in Retail

WHAT'S NEXT?

Retail Is Projected to Return to Steady Growth Driven by Easing Inflation, Rising Real Wages, and Expanding Digital and Value-Led Channels

Digital Retail Acceleration Will Be Driven by E-Commerce Growth, Omnichannel Expansion, and Regulatory Shifts

Value-Driven Retail Growth Is Set to Be Supported by Discounters and a Gradual Recovery in Consumer Spending

Chart 18 - Forecast Value Sales 2020-2030

Chart 19 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

The Fragmented Retail Market Remains Highly Competitive Amid Price Pressure, Private Label Growth, and Stable Leadership

Retail Mergers and Acquisitions Activity, Automation, and Consolidation Drive Innovation

Chart 20 - GymBeam's offers its combined vending-andorder-pickup model

Chart 21 - Company Shares 2025

Chart 22 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 23 - Standard Opening Hours by Channel Type 2025

Seasonality

Christmas

Easter

Back to School

ECONOMIC CONTEXT

Chart 24 - Economic Context for Retail

Chart 25 - Real Gdp Growth 2020-2030

Chart 26 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 27 - Consumer Context for Retail

Chart 28 - Population 2020-2030

Chart 29 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/discounters-in-slovakia/report.