

Direct Selling in Slovenia

April 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Direct selling sees ongoing, albeit somewhat muted, growth, while players embrace an omnichannel strategy

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

PROSPECTS AND OPPORTUNITIES

Challenges set to remain for direct selling

Tighter EU legislations regarding direct marketing will further limit performance

Inventive use of online options could lead to opportunities for online sellers

CHANNEL DATA

Table 1 - Direct Selling by Product: Value 2017-2022

Table 2 - Direct Selling by Product: % Value Growth 2017-2022

Table 3 - Direct Selling GBO Company Shares: % Value 2018-2022

Table 4 - Direct Selling GBN Brand Shares: % Value 2019-2022

Table 5 - Direct Selling Forecasts by Product: Value 2022-2027

Table 6 - Direct Selling Forecasts by Product: % Value Growth 2022-2027

Retail in Slovenia - Industry Overview

EXECUTIVE SUMMARY

Retail in 2022: The big picture

Informal retail

What next for retail?

MARKET DATA

Table 7 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 9 - Sales in Retail Offline by Channel: Value 2017-2022

Table 10 - Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 11 - Retail Offline Outlets by Channel: Units 2017-2022

Table 12 - Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 13 - Retail GBO Company Shares: % Value 2018-2022

Table 14 - Retail GBN Brand Shares: % Value 2019-2022

Table 15 - Retail Offline GBO Company Shares: % Value 2018-2022

Table 16 - Retail Offline GBN Brand Shares: % Value 2019-2022

Table 17 - Retail Offline LBN Brand Shares: Outlets 2019-2022

Table 18 - Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 19 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 20 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027

Table 21 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027

Table 22 - Forecast Sales in Retail Offline by Channel: Value 2022-2027

Table 23 - Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

Table 24 - Forecast Retail Offline Outlets by Channel: Units 2022-2027

Table 25 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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