

# Retail E-Commerce in Slovakia

February 2024

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# Retail E-Commerce in Slovakia - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Modest current value increase in 2023

Competition getting fiercer

Same-day delivery increasingly popular

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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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Players continue to form alliances and expand networks, with some new global players also setting up shop in 2023

Retailers continue to innovate

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Opening hours for physical retail

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