

# Homeshopping in Slovakia

April 2022

Table of Contents

## Homeshopping in Slovakia - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

COVID-19 continues to benefit homeshopping, a sales channel relied upon mostly by older generations  
E-commerce players are growing competition for homeshopping, leading to negative growth in the landscape  
Studio Moderna continues to lead with Top Shop, adapting its business model to focus on its e-commerce presence

#### PROSPECTS AND OPPORTUNITIES

Homeshopping is unlikely to see a recovery in value sales as consumers prefer other forms of retail  
Players take a multichannel approach, increasing consumers opportunities to buy and pushing businesses forward  
Homeshopping channels increasingly become marketing tools for selling online or instore

#### CHANNEL DATA

Table 1 - Homeshopping by Category: Value 2016-2021  
Table 2 - Homeshopping by Category: % Value Growth 2016-2021  
Table 3 - Homeshopping GBO Company Shares: % Value 2017-2021  
Table 4 - Homeshopping GBN Brand Shares: % Value 2018-2021  
Table 5 - Homeshopping Forecasts by Category: Value 2021-2026  
Table 6 - Homeshopping Forecasts by Category: % Value Growth 2021-2026

## Retailing in Slovakia - Industry Overview

### EXECUTIVE SUMMARY

Retailing in 2021: The big picture  
Players focus on the synergy between their offline and online platforms, launching click-and-collect services to improve convenience for consumers  
Consumers demand responsibly sourced products  
What next for retailing?

### OPERATING ENVIRONMENT

Informal retailing  
Opening hours  
Summary 1 - Standard Opening Hours by Channel Type 2021  
Physical retail landscape  
Cash and carry  
Table 7 - Cash and Carry Sales: Value 2016-2021  
Seasonality  
Christmas  
Easter  
Back to School  
Payments  
Delivery and collection  
Emerging business models

### MARKET DATA

Table 8 - Sales in Retailing by Store-based vs Non-Store: Value 2016-2021  
Table 9 - Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021  
Table 10 - Sales in Store-based Retailing by Channel: Value 2016-2021  
Table 11 - Sales in Store-based Retailing by Channel: % Value Growth 2016-2021  
Table 12 - Store-based Retailing Outlets by Channel: Units 2016-2021  
Table 13 - Store-based Retailing Outlets by Channel: % Unit Growth 2016-2021  
Table 14 - Sales in Non-Store Retailing by Channel: Value 2016-2021  
Table 15 - Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021

Table 16 - Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021  
Table 17 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021  
Table 18 - Sales in Grocery Retailers by Channel: Value 2016-2021  
Table 19 - Sales in Grocery Retailers by Channel: % Value Growth 2016-2021  
Table 20 - Grocery Retailers Outlets by Channel: Units 2016-2021  
Table 21 - Grocery Retailers Outlets by Channel: % Unit Growth 2016-2021  
Table 22 - Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021  
Table 23 - Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021  
Table 24 - Sales in Non-Grocery Specialists by Channel: Value 2016-2021  
Table 25 - Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021  
Table 26 - Non-Grocery Specialists Outlets by Channel: Units 2016-2021  
Table 27 - Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021  
Table 28 - Mixed Retailers: Value Sales, Outlets and Selling Space 2016-2021  
Table 29 - Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021  
Table 30 - Sales in Mixed Retailers by Channel: Value 2016-2021  
Table 31 - Sales in Mixed Retailers by Channel: % Value Growth 2016-2021  
Table 32 - Mixed Retailers Outlets by Channel: Units 2016-2021  
Table 33 - Mixed Retailers Outlets by Channel: % Unit Growth 2016-2021  
Table 34 - Retailing GBO Company Shares: % Value 2017-2021  
Table 35 - Retailing GBN Brand Shares: % Value 2018-2021  
Table 36 - Store-based Retailing GBO Company Shares: % Value 2017-2021  
Table 37 - Store-based Retailing GBN Brand Shares: % Value 2018-2021  
Table 38 - Store-based Retailing LBN Brand Shares: Outlets 2018-2021  
Table 39 - Non-Store Retailing GBO Company Shares: % Value 2017-2021  
Table 40 - Non-Store Retailing GBN Brand Shares: % Value 2018-2021  
Table 41 - Grocery Retailers GBO Company Shares: % Value 2017-2021  
Table 42 - Grocery Retailers GBN Brand Shares: % Value 2018-2021  
Table 43 - Grocery Retailers LBN Brand Shares: Outlets 2018-2021  
Table 44 - Grocery Retailers LBN Brand Shares: Selling Space 2018-2021  
Table 45 - Non-Grocery Specialists GBO Company Shares: % Value 2017-2021  
Table 46 - Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021  
Table 47 - Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021  
Table 48 - Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021  
Table 49 - Mixed Retailers GBO Company Shares: % Value 2017-2021  
Table 50 - Mixed Retailers GBN Brand Shares: % Value 2018-2021  
Table 51 - Mixed Retailers LBN Brand Shares: Outlets 2018-2021  
Table 52 - Mixed Retailers LBN Brand Shares: Selling Space 2018-2021  
Table 53 - Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026  
Table 54 - Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026  
Table 55 - Forecast Sales in Store-based Retailing by Channel: Value 2021-2026  
Table 56 - Forecast Sales in Store-based Retailing by Channel: % Value Growth 2021-2026  
Table 57 - Forecast Store-based Retailing Outlets by Channel: Units 2021-2026  
Table 58 - Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026  
Table 59 - Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026  
Table 60 - Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2021-2026  
Table 61 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026  
Table 62 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026  
Table 63 - Forecast Sales in Grocery Retailers by Channel: Value 2021-2026  
Table 64 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2021-2026  
Table 65 - Forecast Grocery Retailers Outlets by Channel: Units 2021-2026  
Table 66 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2021-2026  
Table 67 - Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 68 - Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 69 - Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026

Table 70 - Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2021-2026

Table 71 - Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026

Table 72 - Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2021-2026

Table 73 - Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 74 - Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 75 - Forecast Sales in Mixed Retailers by Channel: Value 2021-2026

Table 76 - Forecast Sales in Mixed Retailers by Channel: % Value Growth 2021-2026

Table 77 - Forecast Mixed Retailers Outlets by Channel: Units 2021-2026

Table 78 - Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2021-2026

## DISCLAIMER

## SOURCES

Summary 2 - Research Sources

### 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/homeshopping-in-slovakia/report](http://www.euromonitor.com/homeshopping-in-slovakia/report).