

THINK RETAIL THINK VERDICT



Retailing in Slovakia 2008

**CEE's star economy continues
to shine for retailers**

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About Verdict Research

Authorative analysis...

Verdict's analysts and consultants work closely with retailers, suppliers, consultancies, investment banks and property companies to identify the key issues, sector and company data and strategies driving the changing retail market.

Our research identifies how retailers can enhance product, store and brand performance as well as the factors that determine future retail success. Our specialist in-store auditing team continuously collects price and product data across locations, brands, fascias, ranges and retail sectors.

Rigorous research methodology...

Our in-house retail expertise and rigorous research methodology ensure our reports provide complete and accurate analysis of the major players, issues and trends together with a detailed examination of the strategic implications for the retail market.

For key players in the retail industry, our reports are the first source of information on sector forecasts, retailer performance, store and product portfolio developments and trading strategy.

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Verdict Research reports cover nine core sectors, five-year forecasts, strategic issues, key locations, How Britain Shops consumer surveys the main European retail markets and global retail reports. Also available are a daily news service, weekly newsletter and tailored consultancy portfolios to suit individual business information needs.


Over 20 years of experience...

Verdict Research is the UK's leading authority on retailing and publishes unrivalled independent analysis of the retail industry. With over 20 years' experience, Verdict has close relationships with major UK retailers and access, at the highest level, to key executives working in the top 300 retailers to hear their first hand views. Verdict reports provide clients with a complete picture of the retail sector and unique forecasts to help UK retailers, manufacturers, service suppliers, city analysts, consultants and the media with strategic planning.

A key source for independent analysis and comment...

Verdict Research is regarded as a key source by the BBC, ITV, Sky News and the UK's leading broadsheets including the FT, Times, The Independent and Daily Telegraph. Leading trade publications often refer to Verdict's opinion and research including Retail Week, Drapers, DIY Week, Cabinet Maker and The Grocer.

In addition Verdict regularly appears in the international media. News sources quoting Verdict analysts and data include CNN, the International Herald Tribune, The Australian, Los Angeles Times, and New York Times.



"Verdict are the company of choice for any research analysis and insight into retailing"

Sir Stuart Rose
Executive Chairman of
Marks & Spencer

Retailing in Slovakia 2008

CEE's star economy continues to shine for retailers

Slovakia's rapid retail growth can be attributed to the country's significant macroeconomic improvement (GDP growth of more than 5.0% year-on-year for the last five years), rising household incomes and a reduction in unemployment (from 18.7% in 2002 to 11.1% in 2007). Slovakia's economy has performed strongly in recent years on the back of economic reforms which has attracted large scale foreign direct investment. Private household consumption has been one of the beneficiaries of this rampant macroeconomic growth and increased purchasing power levels have boosted retail expenditure in Slovakia.

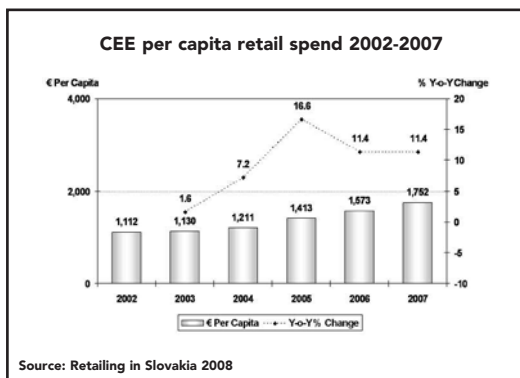
This new brief published by Verdict that analyses the past 5 years of retail growth in Slovakia. This report provides insightful retailer profiles, it includes comprehensive 10 year market datasets and 5 year forecasts for executives at all levels to understand the challenges and opportunities, and to help devise the strategies necessary to be a retail winner.

Key retailers discussed

COOP Jednota	bauMax
Tesco	Hornbach
Schwarz Gruppe	OBI
Rewe	NAY
Ahold	Dartart
Alizé	Okay electronics
Lifeline	IKEA
LPP	JYSK

Assess the retail competitive landscape in Slovakia and create strategies to exploit future growth in the retail market with this new brief...

Over the past 5 years per capita retail spend across CEE has grown by 57.6% to €1,752 in 2007 from €1,112 in 2002...



"...slightly ahead of the pace of overall retail, as population figures in CEE declined over the same period. There is a sharp divide between EU15 countries and the newer member states and significant variation in this figure by country..."

- **Quantify key retail trends and accurately predict future opportunities** based on this report's company analysis detailing market share of leading retailers, demographics, channels of distribution, store numbers, selling space provision, sales densities and average store size in 5 key retail sectors.
- **Predict potential growth in Slovakia retail market and identify the challenges facing key Slovakian retailers** with in-depth analysis of market drivers, key issues and market outlook using this report's growth forecasts for clothing and footwear, DIY, electricals, food and grocery and furniture in Slovakia.
- **Develop more effective strategic responses** using this report's actionable recommendations for how retailers can cope with the changing the Slovakian retail market.
- **Understand how difficult conditions, a tough retail climate and inflationary pressures are driving retailers in Slovakia to try new solutions** and how this is affecting the competitive dynamics of retailing in the country.

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Pages 73

Figures 25

Tables 4

This report answers key questions including...

- What are the key issues affecting the retail market in Slovakia?
- Who are the top players in the Slovakian market and how quickly are they consolidating their position?
- Where are the growth opportunities in the Slovakian market?
- Where are the major threats to Slovakian retailers coming from?

Key Market Data

Market value and growth 2002-2007 for the retail sector in Slovakia.

Market value and growth for 5 retail sectors.

Trends by sector.

Economic background data.

Demographics.

Table of Contents

CHAPTER 1: EXECUTIVE SUMMARY

- Key Findings
- Main Conclusions

CHAPTER 2: CENTRAL & EASTERN EUROPEAN MARKET - ECONOMIC OVERVIEW

- Key Findings
- Key Messages
- GDP
- GDP Forecast
- Consumer Expenditure
- Inflation
- Interest Rates
- Employment

CHAPTER 3: CENTRAL & EASTERN EUROPEAN MARKET - DEMOGRAPHIC OVERVIEW

- Key Findings
- Key Messages
- EU Population Profile
- EU Population Trend
- CEE Forecasts
- Urban Population

CHAPTER 4: CENTRAL & EASTERN EUROPEAN MARKET - RETAIL SPENDING

- Key Findings
- Expenditure
- Growth

- Per Capita
- Retail Share

CHAPTER 5: RETAILING IN SLOVAKIA

- Overview
- Food & Grocery
- Non-food
- Outlook for Retailing in Slovakia

CHAPTER 6: GLOSSARY

- Definitions
- Abbreviations

FIGURES

- CEE GDPs 2007
- CEE & selected EU GDPs per capita 2007
- CEE GDP growth rates 2007 vs 2002
- GDP growth forecast of CEE countries 2008/09e
- Consumer expenditure of CEE countries 2007
- Harmonised index of consumer prices growth in CEE countries 2006/07
- Central bank interest rates, official lending rates average 2007
- Total unemployment rates of CEE countries 2002/07
- EU 27 population totals (000s) by country 2007
- 5-year trend in EU25 population growth 2000-20e

- Forecast population growth for CEE countries 2008 vs 2033/58
- % urban population in CEE countries 2007
- New member states retail spend and change % 2002-07
- 5-year growth in CEE retail spend by country 2007 vs 2002
- CEE per capita retail spend
 - Total 2002-07
 - By country 2007
- CEE retail spend as % of total consumer expenditure 2002/07
- COOP Jednota, Poprad 2008
- Apark, Alizé, Lifeline & NAY, Bratislava 2008
- Datart & Basys.net, Polus City Center, Bratislava 2008
- Okay Electronics, Trnava & Zvolen 2008

TABLES

- CEE retail expenditure & growth 2002-07
- Slovakia total retail & top 5 sectors 2002-07e
- Slovakia food & grocery market shares 2007e