

Retail E-Commerce in Slovenia

April 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

E-commerce is the big winner, as Big Bang takes home the coveted Adriatic Champion Award for the second year running
Expansions and acquisitions offer win-win success for platforms and brands alike, with fashion a major area to watch
Third-party merchants remain notable in e-commerce

PROSPECTS AND OPPORTUNITIES

E-commerce will continue to develop over the forecast period
Financial and technological innovations will help to support ongoing growth
Secure payment structures will remain a crucial key to developments, with crypto tipped to be an area to watch

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