

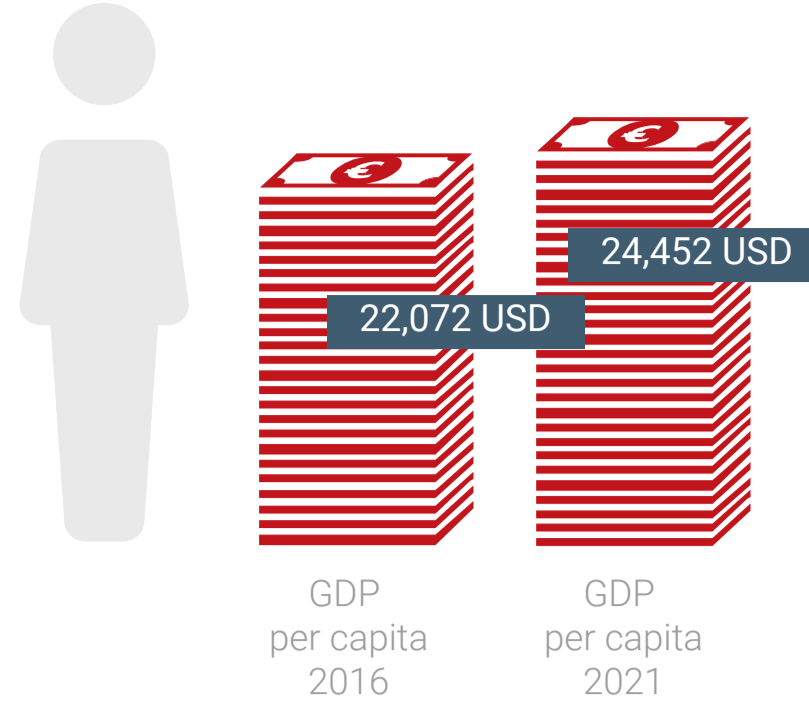
# Insights into the growth of Slovenia eCommerce with payment methods, target audiences, marketing, social media, economy and logistics all profiled



## Economy

Home to **2 million people** with a total GDP of **34 billion USD**. GDP per capita is currently **22,072 USD** and expected to reach **24,452 USD** by 2021.

**SLOVENIA IS RANKED AS THE 53<sup>RD</sup> RICHEST COUNTRY BY THE WORLD BANK GDP PER CAPITA RANKINGS.**



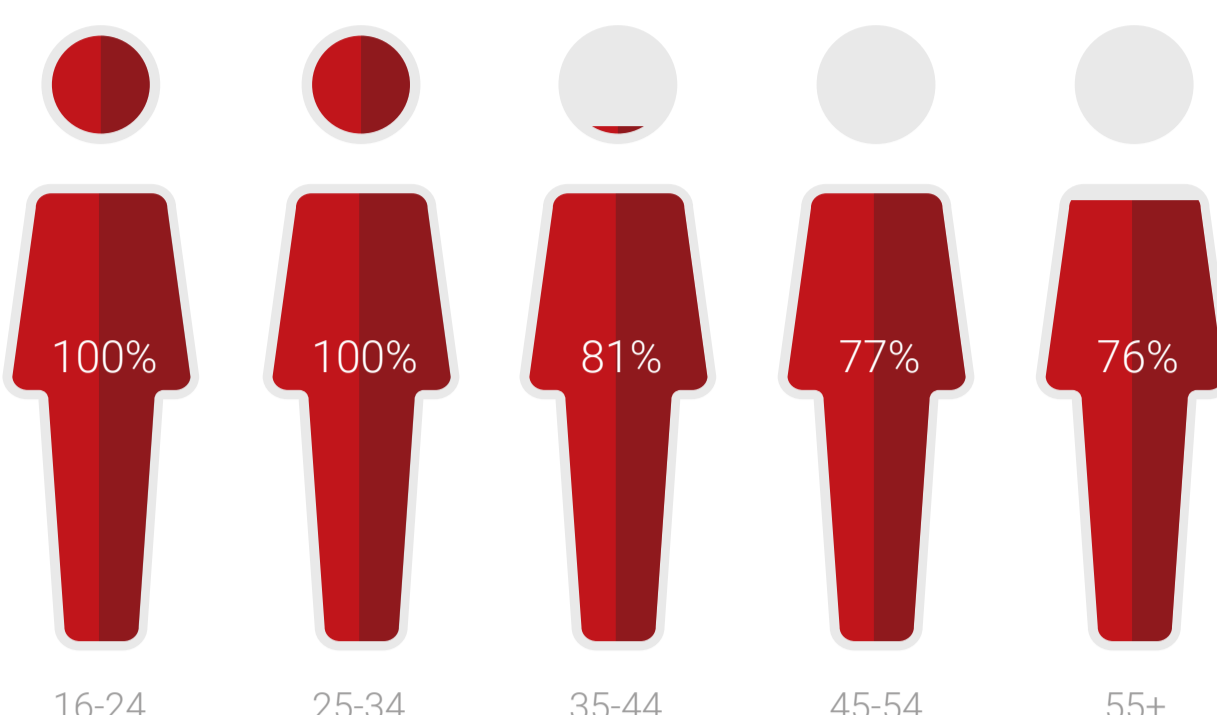
## User Insights

There are currently **1.2 million eCommerce users** in Slovenia, with an additional **200,000 users** to be shopping online by 2021.

The average user spends **249 USD** online, which will grow to **295 USD** by 2021.



### DISTRIBUTION OF INTERNET USERS IN SLOVENIA BY AGE GROUP

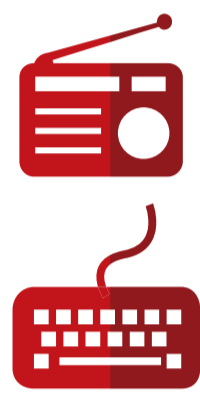


### NUMBER OF USERS (IN MILLIONS)



## Shopping Categories

Total eCommerce revenue across all product categories is **292 million USD**, expected to reach **427 million USD** by 2021.

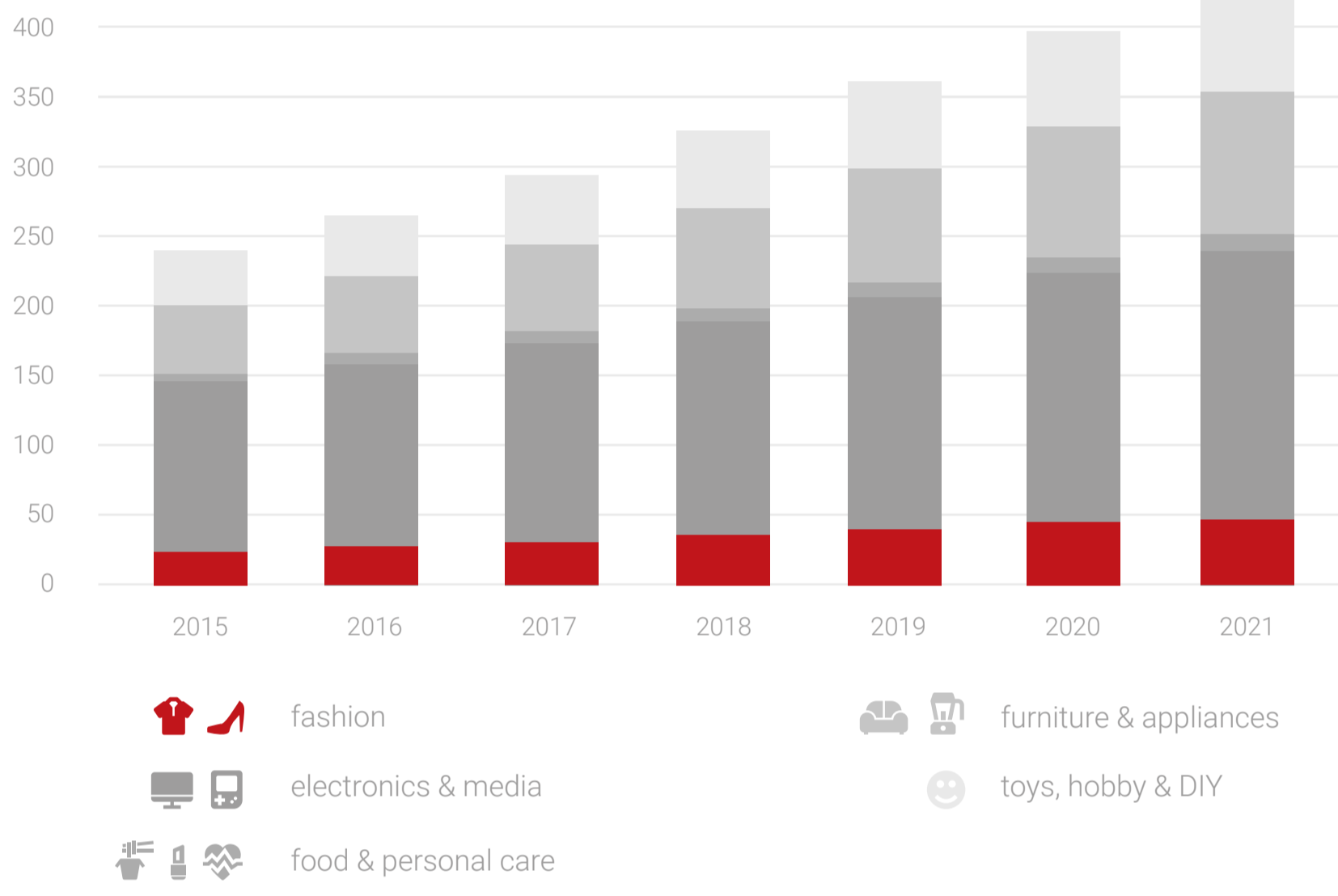


**Electronics** is currently the leading product category, accounting for **191 million USD** market share.



**Furniture & Appliances** is second, accounting for **102 million USD**.

### PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT (IN MILLIONS)



## Where does Slovenia buy from?

**Germany** supplies Slovenia with **5 billion USD** in imports. Other key import partners are **Italy (4.56 billion USD)**, **Austria (2.67 billion USD)**, **China (1.75 billion USD)** and **Croatia (1.28 billion USD)**.



## Preferred Online Payment Methods

**63%** of shoppers used **prepaid cards** when shopping online, and a further **17%** used mobile.



Credit cards were also used online accounting for **10%** of purchases.

## Logistics & Infrastructure

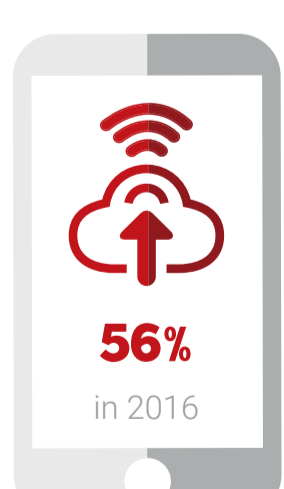
**50%** of Slovenia's population reside in **urban areas**.



In 2016, Slovenia was ranked **50<sup>th</sup>** in the **World Bank Logistics** ranking.

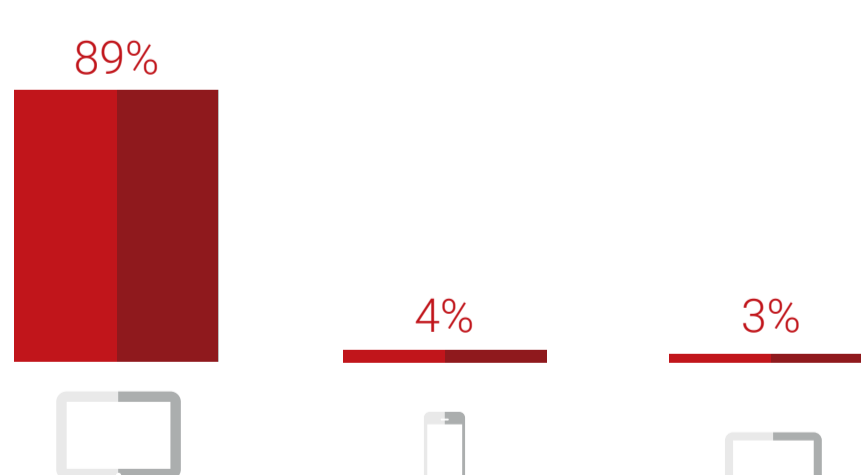
## Device Usage

**Internet penetration** is currently at **70%**, and should reach **74%** by 2021.

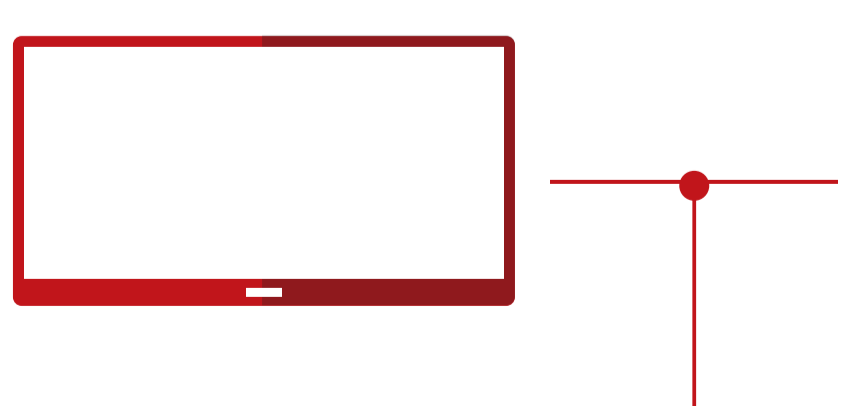


**Smartphone penetration** is **56%** and is projected to grow to **63%** by 2021.

### DEVICES USED FOR MOST RECENT ONLINE PURCHASE



## Marketing



**Digital advertising** has grown to the **third highest** market spend reaching **16 million USD**. **Newspapers** are the **second highest** market spend accounting for **18 million USD**. **Television** is the **highest** market spend accounting for **61 million USD**.

Slovenia's social media penetration is **47%** accounting for almost **1 million** people in 2017, with this expected to surpass **1 million people** by 2021. **YouTube**, **Facebook** and **Instagram** are the leading social networks.



FOR MORE MARKET INSIGHTS, CHECK OUT THE ESHOPWORLD SERIES OF BLOGS COVERING A RANGE OF EMERGING ECOMMERCE MARKETS.

\*Insights derived from eShopWorld data, Statista, WorldBank, OECD and other industry sources.