

ELECTRONIC TRADE COMPARED BETWEEN: SERBIA - SLOVAKIA

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Stručni članak

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Abstract

Nowadays, e-commerce is used a lot all around the world including Slovakia and Serbia, as well. In the last years, Slovakia and Serbia observed a significant increase of the share of enterprises with electronic sale as well as the growth in turnover from this type of sale. Shopping on the Internet has been gaining the popularity in Slovakia and Serbia. People feel more and more comfortable when shopping online. The number of users who shop on the Internet increases every day. In the last two years, Slovakia and Serbia recorded a big number of newly opened internet stores. The growing e-commerce trend is going to continue also in the future and is going to have more significant influence on our way of shopping and entrepreneurship.

Keywords: e-commerce, market share, Slovakia, Serbia.

JEL classification: P45, O32, F17.

INTRODUCTION

Globalization makes cross-border flows of products and capital faster thanks to the modern technological processes, information and communication technologies that initiated evasion of space and time barriers that were the limitation factors in entrepreneurship. E-commerce is considered as a global trade because it is available in all countries and households all around the world for those with the Internet connection. Internet shopping has been gaining popularity all around the world. E-commerce involves a transaction carried out by means of electronic devices that enables entrepreneurship and transforms internal and external relationships for the purpose of creating values and using market opportunities influenced by the new rules of interconnected economy (Villa E., et al 2018). In the future, e-commerce is going to increase its market share on the expense of brick-and-mortar shops and stores. E-commerce sector has a potential of strong growth in connection with the modernization, development of information-communication technologies (Mulačová a kol., 2013). Nowadays, e-commerce is used a lot all around the world including Slovakia and Serbia, as well. In the last years, Slovakia and Serbia have observed a significant increase of the share of enterprises with electronic sale as well as the growth in turnover from this type of sale.

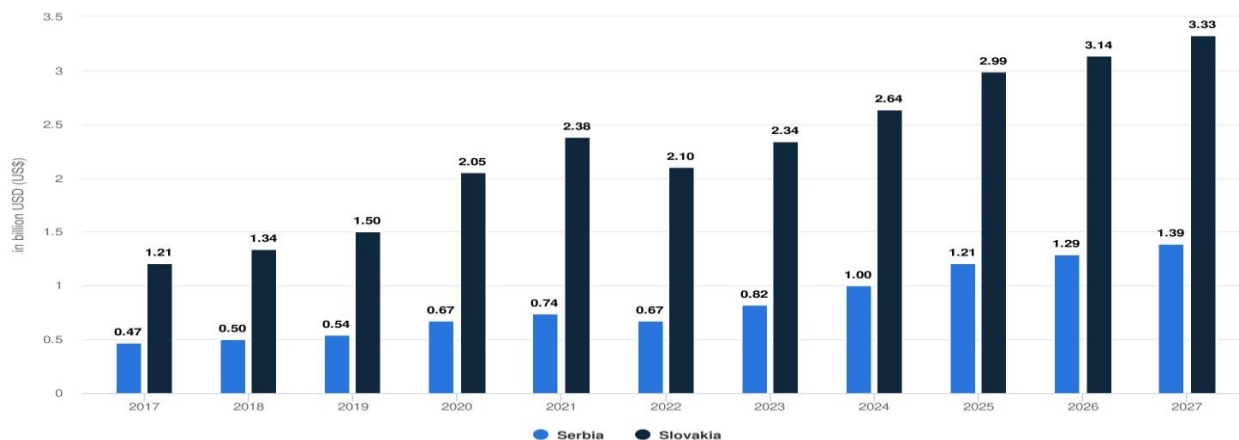
Online shopping in Serbia and Slovakia provides more information for comparison of products and prices, bigger diversity and it also brings the satisfaction for modern customers who look for comfort and speed. E-commerce involves activities and services that help by means of electronic platforms the sale of products and services to final consumers.

1. THE E-COMMERCE STRUCTURAL

The e-commerce structure consists of eight different markets:

- The Beauty, Health, Personal & Household Care market includes the sale of products related to personal care, beauty, and household essentials through digital channels which covers a wide range of products, such as haircare, makeup, vitamins and supplements, and household cleaning products.
- The Beverages market contains the sale of various types of beverages through digital channels which covers a wide range of products, such as beverages, including alcoholic and non-alcoholic drinks, tea, coffee, and energy drinks.
- The Electronics market comprises the sale of electronic devices, gadgets, and accessories through digital channels which includes products, such as smartphones, laptops, cameras, and smart home devices.
- The Fashion market includes the sale of clothing, shoes, and accessories through digital channels from a wide range of brands, designers, and retailers.
- The Food market contains the sale of food-related products through digital channels with the purpose of providing consumers with a convenient and accessible way to purchase groceries and specialty food items.
- The Furniture market comprises the sale of furniture and home decor products through digital channels which covers a wide range of furniture products, including sofas, beds, chairs, and tables.
- The Media market includes the sale of media-related products through digital channels which covers products, such as books, music, movies, and video games.
- The Toys, Hobby & DIY market contains the sale of products related to toys, hobbies, and do-it-yourself (DIY) projects through digital channels including toys, games, puzzles, model kits, and crafting supplies (Statista 2024).

2. E-COMMERCE: SERBIA-SLOVAKIA



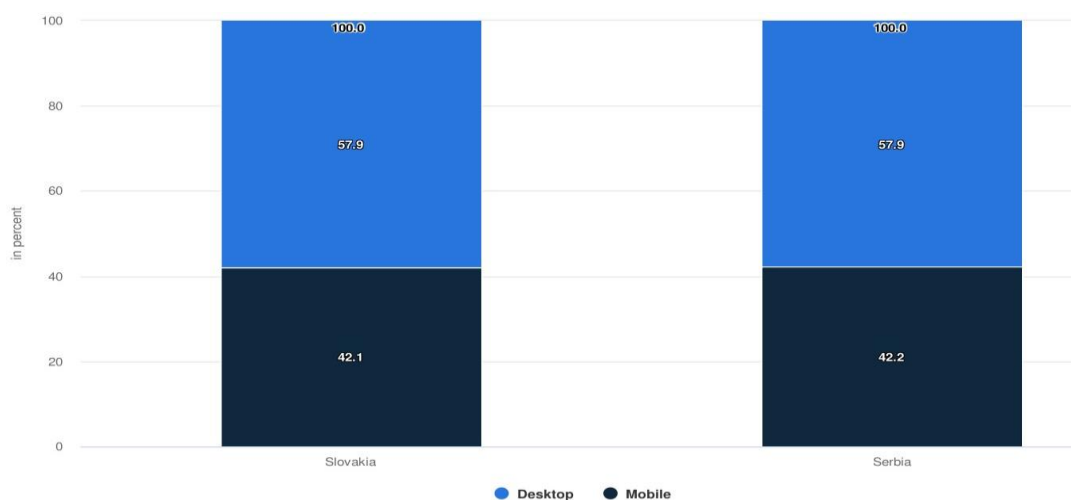
Source: Statista (2024). The eCommerce Market Serbia and Slovakia from,
<https://www.statista.com/outlook/dmo/ecommerce/custom>

On the following graph we can see e-commerce and turnover from electronic sale in Slovakia and Serbia. As statistics show, internet sale is more dominant in Slovakia.

Internet shopping: Slovakia and Serbia

E-commerce can be understood as entrepreneurship realized by means of information-communication technologies and it is a performance of entrepreneurship in electronic form. Internet shopping has been gaining popularity in Slovakia and Serbia, as well. Moreover, the number of users of Internet shopping in Serbia is growing doubtlessly every day. When shopping, online customers use mobile phones, computers or notebooks. The use of mobile devices is growing fast in Slovakia and in Serbia, as well.

E-commerce – mobile/desktop: Serbia- Slovakia (2024)



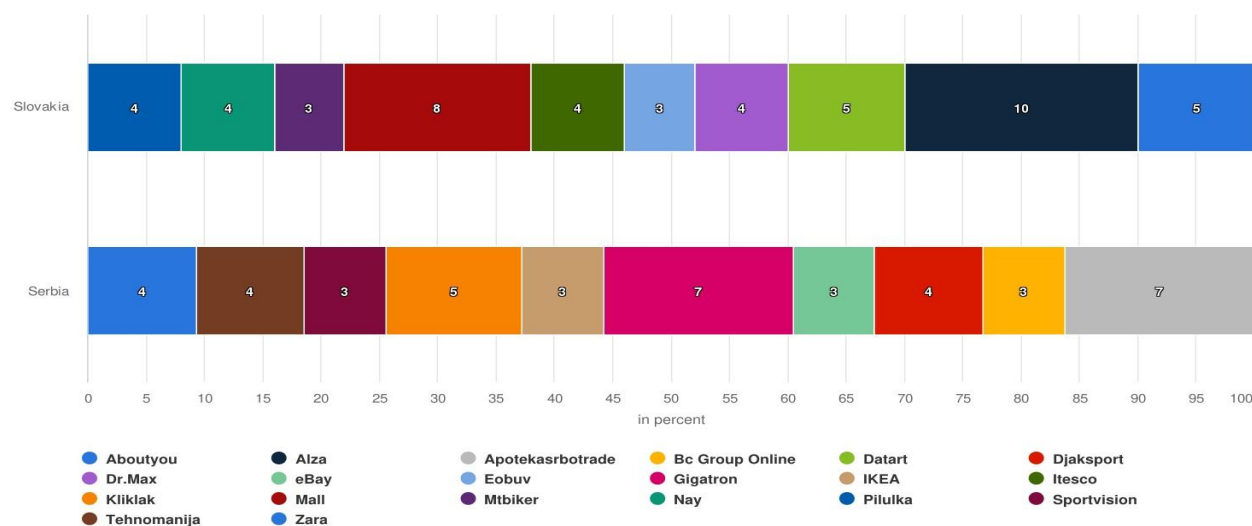
Source: Statista (2024). The eCommerce Market Serbia and Slovakia from,
<https://www.statista.com/outlook/dmo/ecommerce/custom>

On the graph, we can see that people in Slovakia use mobile devices more and more when shopping online and the similar situation can be observed in Serbia, as well. Shopping by means of mobile shopping application is the current trend in e-commerce a mobile trade.

E-commerce – brand shares: Serbia- Slovakia

E-commerce is defined as the useful tool for decreasing the economic gap among countries and as a channel for providing products and services on the Internet. In the last two years, we have recorded a big number of newly opened internet stores. Companies, that used developed processes, good internet store and effective team were able to make a leap and some years of an organic growth. Citizens of Serbia and Slovakia buy clothes, pay for trips, buy books on the internet, music, sports equipment and technology most often in the stated order.

E-commerce – brand shares: Serbia- Slovakia (2022)

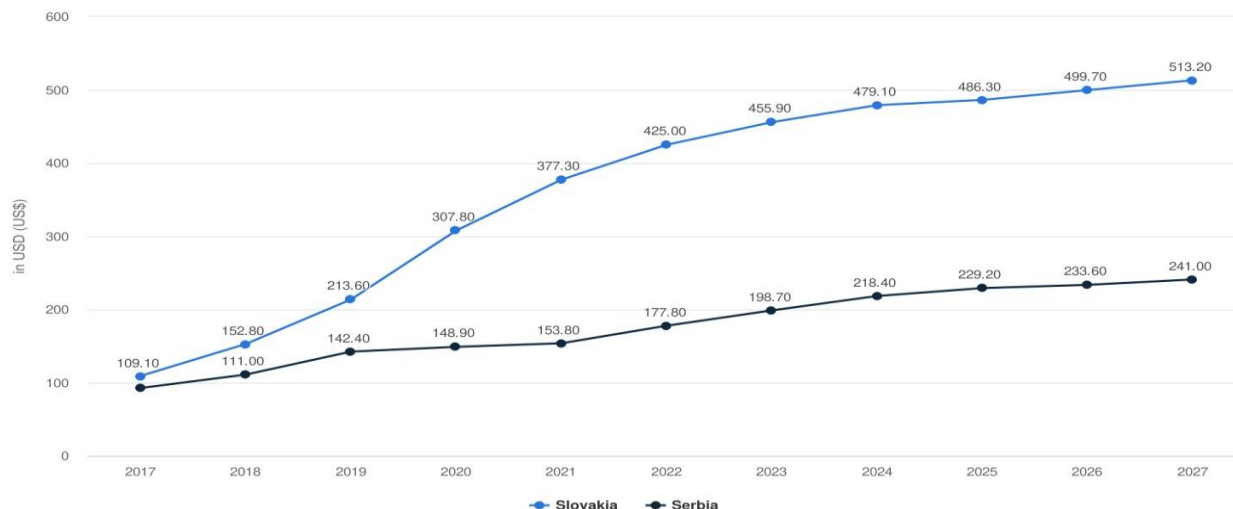


Source: Statista (2024). The eCommerce Market Serbia and Slovakia from,
<https://www.statista.com/outlook/dmo/ecommerce/custom>

We can see on the graph that the biggest player on the Slovak e-commerce market is the brand alza.sk., followed by the store mall.sk with its revenues and then itesco.sk. There are apotekasrbotrade, gigatron and kliklak on the first three places in Serbia.

E-commerce – average revenue per user: Serbia- Slovakia (USD)

Consumers in Slovakia and Serbia who shop online represent a big potential for the development of this type of shopping and they bring every year bigger average revenue per consumer.



Source: Statista (2024). The eCommerce Market Serbia and Slovakia from,
<https://www.statista.com/outlook/dmo/ecommerce/custom>

On the graph, we can see how much an average revenue per user earns in Slovakia and Serbia for the period from 2017 to 2027. It is predicted that the average revenue is going to increase every year in Slovakia and is Serbia, as well.

3. CONCLUSION

E-commerce has become the part of our everyday life in the modern world. The advantages that e-commerce has, are becoming more and more popular and significant also from the point of view of economy of Slovakia and Serbia. It is anticipated that the trend of growing e-commerce is going to continue also in future and is going to have bigger influence on our way of shopping and entrepreneurship. Nowadays, online shopping represents the potential for the development of this way shopping in Slovakia and Serbia, as well. It is also predicted that the growth of number of online customers and revenue will have been more than 30 % by 2017.

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