



EXPANSION
STRATEGIES LTD.

BUSINESS WHITE PAPER

EXPLORING SLOVAKIA: A GUIDE
FOR NEW MARKET OPPORTUNITIES

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Introduction

Slovakia is a beautiful country in Europe with a rich history and diverse culture. This guide will help you understand Slovakian culture and lifestyle so you can see if it's a good place to grow your business.

Key Values and Beliefs

Important Values

Slovaks value tradition, family, and community. They have a strong sense of national pride and cultural heritage.

Family and Social Life

Family is central to life in Slovakia. Extended families often live close to each other and spend a lot of time together. Slovaks are warm and hospitable, and social interactions are often informal and friendly.

Work Ethic

Slovaks are hardworking and dedicated. They value professionalism but might have a more flexible approach to work-life balance. Being on time is important, but there is also an understanding of balancing multiple responsibilities.

Income and Living Standards

Economic Overview

Slovakia has a growing economy with improving living standards. The average monthly income is about €1,100, which is lower than in some other European countries where incomes are higher. This means Slovaks have less money to spend on luxury goods.

Living Standards

Slovakia has a good healthcare system, improving education, and affordable housing. Living costs are generally lower than in many Western European countries. However, there are differences between urban and rural areas in access to services and opportunities.

Daily Habits and Customs

Slovaks enjoy a balanced lifestyle that includes work, family time, and leisure activities. They often engage in outdoor activities like hiking and skiing, and community events are popular



Eating Out and Takeaway Culture

Dining Norms

Slovaks enjoy eating out, but it is often a special occasion rather than a regular habit. There are many restaurants offering traditional Slovakian food and international dishes. Meals are often enjoyed with family and friends.

Takeaway Culture

The takeaway culture is growing in Slovakia, especially in cities. Cafés and bakeries offer take-away options, and this trend increased during the COVID-19 pandemic. However, traditional sit-down meals are still popular.

Views on Personal Health

Personal health is becoming more important to Slovaks. There is a growing interest in healthy lifestyles, including balanced diets, regular exercise, and preventive healthcare. Many Slovaks are choosing healthier eating habits and activities like hiking and cycling. In some other countries, personal health might be more advanced, with more widespread adoption of fitness routines and healthy eating.

Public Opinion on Sustainability

General Sentiment

Slovaks are becoming more positive about sustainability and protecting the environment. They support policies to reduce carbon emissions and promote green technology. Consumers are also becoming more conscious, often choosing eco-friendly products. However, their willingness to pay more for these products might be limited due to lower incomes.

Challenges and Opportunities

Despite growing support for sustainability, there are challenges. Balancing economic growth with environmental protection and managing industrial pollution are key issues. The relatively lower average income in Slovakia means that high-priced sustainable products might not be affordable for many people.

Conclusion

Slovakian culture is a mix of tradition and modern influences. The country offers improving living standards, a strong sense of community, and increasing environmental awareness. This guide gives you a basic understanding of Slovakian values, habits, and customs, helping you evaluate if Slovakia is a good market for your business expansion.

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