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## **RETAIL ENVIRONMENT IN THE CONTEXT OF DEFINING CONSUMPTION PATTERNS ON THE EXAMPLE OF SLOVAKIA**

**Summary:** The Slovak retail market is characterised by an enormous growth in the concentration of the distribution. The number of supermarkets in Bratislava has been rapidly increased for the past years. It can be considered as a successful business result, when the launch of the non-traditional sales forms such as communal gardens, farmer markets and other alternative forms of grocery sales aimed to increase the access to groceries on the Slovak food market were noticed. In this context, the article focuses on concentration of supermarkets and also evaluates locations of supermarkets in Bratislava from 2011 to 2016. To calculate the concertation of supermarkets in Bratislava relative entropy was applied, using data from the supermarket network located in Bratislava from 2011 to 2016. The spatial distribution of supermarkets within the city was evaluated using a geographic information system. Although there were changes in the distribution of supermarkets in each part of Bratislava during the observed period, the results show that supermarkets sufficiently cover the city. The changes mainly concerned moving away from the city centre towards the peripheries. These changes will continue and will