

Apparel Accessories in Austria

Market Direction | 2023-01-10 | 20 pages | Euromonitor

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Report description:

Belts was the most dynamic category in apparel accessories in 2022 with sales benefiting from consumers returning to the offices. Sales of belts also benefited from an increase in social and leisure activities with belts often being worn to add a new dimension to an outfit, especially among women, as well as serving a practical purpose. Consumers also returned to wearing jeans, trousers and shorts which often require a belt. During the pandemic years and the long periods of home seclusion there...

Euromonitor International's Apparel Accessories in Austria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Belts, Gloves, Hats/Caps, Other Apparel Accessories, Scarves, Ties.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Apparel Accessories market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Sales of belts bounce back while fashion face masks lose their appeal

Cold winters boost demand for hats, scarves and gloves

Competition remains tight with retailers New Yorker and H&M retaining the lead

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