

Apparel and Footwear in Austria

Market Direction | 2023-01-10 | 93 pages | Euromonitor

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Report description:

Apparel and footwear witnessed significant growth in value and volume terms in 2022, with sales continuing to recover from the negative impact of COVID-19. Womenswear, menswear, childrenswear and footwear all recorded strong growth, albeit with apparel recording a slightly better performance than footwear in current value terms. The re-opening of stores, increasing mobility during the year, the relaxation of COVID-19 measures and consumers returning to the workplace were all key reasons for the...

Euromonitor International's Apparel and Footwear 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: Apparel, Footwear, Sportswear.

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 and Footwear 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.

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Womenswear sales benefit from a hot summer and the return of holidays and festivals
Affordable pricing remains key as H&M and C&A retain the lead

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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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