

Childrenswear in Austria

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

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Report description:

Childrenswear saw strong growth in current value terms in 2022. Nonetheless, the category's average unit price increased as manufacturers and retailers faced higher expenses, with this limiting stronger growth in retail volume terms. Higher energy prices, alongside increased transport and manufacturing costs (higher material prices) were the key reasons behind the price rises in childrenswear. Although these price increases were lower than the average inflation rate in Austria sales still suffer...

Euromonitor International's Childrenswear 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: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

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

Why buy this report?

- * Get a detailed picture of the Childrenswear 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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Childrenswear sees a strong recovery despite price rises

Licensed products remain popular while girls' apparel comes out on top

Fussl Modestra?e Mayr extends its lead despite its lack of online sales

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Economic pressures likely to push consumers towards low-cost alternatives

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