

## **Womenswear in Austria**

Market Direction | 2023-01-10 | 29 pages | Euromonitor

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### **Report description:**

Womenswear witnessed significant growth in current value terms in 2022 as sales saw a significant recovery from the sharp drop in sales seen in 2020 following the outbreak of COVID-19. However, despite double-digit growth sales still did not see a full return to pre-pandemic levels. Key to the sales recovery was the lifting of COVID-19 restrictions in 2022 with the re-opening of stores and increased mobility having a positive impact on sales. Social events, weddings, family celebrations and othe...

Euromonitor International's Womenswear 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: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women's Underwear.

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

### Why buy this report?

- \* Get a detailed picture of the Womenswear 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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Strong recovery seen in womenswear in 2022 as consumers become more mobile again

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

##### PROSPECTS AND OPPORTUNITIES

Bright outlook for womenswear, but financial challenges pose a threat to growth

Shoppers are expected to focus more on the wider impact of their purchasing decisions

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