

Womenswear in Austria

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

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.

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

www.scotts-international.com

Table of Contents:

Womenswear in Austria
Euromonitor International
January 2023

List Of Contents And Tables

WOMENSWEAR IN AUSTRIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

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

Distribution set to see a further shift online despite the expected recovery of apparel and footwear specialists

CATEGORY DATA

Table 1 Sales of Womenswear by Category: Volume 2017-2022

Table 2 Sales of Womenswear by Category: Value 2017-2022

Table 3 Sales of Womenswear by Category: % Volume Growth 2017-2022

Table 4 Sales of Womenswear by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Womenswear: % Value 2018-2022

Table 6 LBN Brand Shares of Womenswear: % Value 2019-2022

Table 7 NBO Company Shares of Women's Nightwear: % Value 2018-2022

Table 8 LBN Brand Shares of Women's Nightwear: % Value 2019-2022

Table 9 NBO Company Shares of Women's Outerwear: % Value 2018-2022

Table 10 LBN Brand Shares of Women's Outerwear: % Value 2019-2022

Table 11 NBO Company Shares of Women's Swimwear: % Value 2018-2022

Table 12 LBN Brand Shares of Women's Swimwear: % Value 2019-2022

Table 13 NBO Company Shares of Women's Underwear: % Value 2018-2022

Table 14 LBN Brand Shares of Women's Underwear: % Value 2019-2022

Table 15 Forecast Sales of Womenswear by Category: Volume 2022-2027

Table 16 Forecast Sales of Womenswear by Category: Value 2022-2027

Table 17 Forecast Sales of Womenswear by Category: % Volume Growth 2022-2027

Table 18 Forecast Sales of Womenswear by Category: % Value Growth 2022-2027

APPAREL AND FOOTWEAR IN AUSTRIA

EXECUTIVE SUMMARY

Apparel and footwear in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 19 Sales of Apparel and Footwear by Category: Volume 2017-2022

Table 20 Sales of Apparel and Footwear by Category: Value 2017-2022

Table 21 Sales of Apparel and Footwear by Category: % Volume Growth 2017-2022

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 22 Sales of Apparel and Footwear by Category: % Value Growth 2017-2022
Table 23 NBO Company Shares of Apparel and Footwear: % Value 2018-2022
Table 24 LBN Brand Shares of Apparel and Footwear: % Value 2019-2022
Table 25 Distribution of Apparel and Footwear by Format: % Value 2017-2022
Table 26 Distribution of Apparel and Footwear by Format and Category: % Value 2022
Table 27 Forecast Sales of Apparel and Footwear by Category: Volume 2022-2027
Table 28 □Forecast Sales of Apparel and Footwear by Category: Value 2022-2027
Table 29 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2022-2027
Table 30 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Womenswear in Austria

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-07"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com