

Direct Selling in Austria

Market Direction | 2023-03-06 | 35 pages | Euromonitor

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Report description:

Direct selling continued to see faster current value growth than retail offline and retail overall in 2022. This performance was supported by the growing number of manufacturers using direct selling as at least one pillar of their distribution strategy. In addition, there was a solid base of, usually part-time, sales agents, the number of which registered a notable surge in the wake of the Coronavirus (COVID-19) pandemic. Increased price-sensitivity and consumer reluctance in the face of high in...

Euromonitor International's Direct Selling in Austria report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Appliances and Electronics Direct Selling, Drinks and Tobacco Direct Selling, Fashion Direct Selling, Foods Direct Selling, Health and Beauty Direct Selling, Home Products Direct Selling, Other Products Direct Selling.

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

Why buy this report?

- * Get a detailed picture of the Direct Selling 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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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.

Table of Contents:

Direct Selling in Austria
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List Of Contents And Tables

DIRECT SELLING IN AUSTRIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Direct selling performs well in a price-sensitive environment

Direct selling players learn from the pandemic experience

High popularity of Thermomix helps Vorwerk to consolidate its lead in direct selling

PROSPECTS AND OPPORTUNITIES

Direct selling is expected to keep outpacing overall retailing in value growth terms

E-commerce set to play a growing role in direct selling, but sales agents remain a key resource

More brands set to enter the fray to tap into the channel's growth potential

CHANNEL DATA

Table 1 Direct Selling by Product: Value 2017-2022

Table 2 Direct Selling by Product: % Value Growth 2017-2022

Table 3 Direct Selling GBO Company Shares: % Value 2018-2022

Table 4 Direct Selling GBN Brand Shares: % Value 2019-2022

Table 5 Direct Selling Forecasts by Product: Value 2022-2027

Table 6 Direct Selling Forecasts by Product: % Value Growth 2022-2027

RETAIL IN AUSTRIA

EXECUTIVE SUMMARY

Retail in 2022: The big picture

Catch-up effects and high prices for foodservice generate some positive impulses

Self-service retail concepts are slowly gaining momentum

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2022

Seasonality

Christmas

Back to School

MARKET DATA

Table 7 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 9 Sales in Retail Offline by Channel: Value 2017-2022

Table 10 Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 11 Retail Offline Outlets by Channel: Units 2017-2022

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| | |
|----------|--|
| Table 12 | Retail Offline Outlets by Channel: % Unit Growth 2017-2022 |
| Table 13 | Sales in Retail E-Commerce by Product: Value 2017-2022 |
| Table 14 | Sales in Retail E-Commerce by Product: % Value Growth 2017-2022 |
| Table 15 | Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022 |
| Table 16 | □Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022 |
| Table 17 | □Sales in Grocery Retailers by Channel: Value 2017-2022 |
| Table 18 | □Sales in Grocery Retailers by Channel: % Value Growth 2017-2022 |
| Table 19 | □Grocery Retailers Outlets by Channel: Units 2017-2022 |
| Table 20 | □Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022 |
| Table 21 | □Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022 |
| Table 22 | □Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022 |
| Table 23 | □Sales in Non-Grocery Retailers by Channel: Value 2017-2022 |
| Table 24 | □Sales in Non-Grocery Retailers by Channel: % Value Growth 2017-2022 |
| Table 25 | □Non-Grocery Retailers Outlets by Channel: Units 2017-2022 |
| Table 26 | □Non-Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022 |
| Table 27 | □Retail GBO Company Shares: % Value 2018-2022 |
| Table 28 | □Retail GBN Brand Shares: % Value 2019-2022 |
| Table 29 | □Retail Offline GBO Company Shares: % Value 2018-2022 |
| Table 30 | □Retail Offline GBN Brand Shares: % Value 2019-2022 |
| Table 31 | □Retail Offline LBN Brand Shares: Outlets 2019-2022 |
| Table 32 | □Retail E-Commerce GBO Company Shares: % Value 2018-2022 |
| Table 33 | □Retail E-Commerce GBN Brand Shares: % Value 2019-2022 |
| Table 34 | □Grocery Retailers GBO Company Shares: % Value 2018-2022 |
| Table 35 | □Grocery Retailers GBN Brand Shares: % Value 2019-2022 |
| Table 36 | □Grocery Retailers LBN Brand Shares: Outlets 2019-2022 |
| Table 37 | □Non-Grocery Retailers GBO Company Shares: % Value 2018-2022 |
| Table 38 | □Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022 |
| Table 39 | □Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022 |
| Table 40 | □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027 |
| Table 41 | □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027 |
| Table 42 | □Forecast Sales in Retail Offline by Channel: Value 2022-2027 |
| Table 43 | □Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027 |
| Table 44 | □Forecast Retail Offline Outlets by Channel: Units 2022-2027 |
| Table 45 | □Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027 |
| Table 46 | □Forecast Sales in Retail E-Commerce by Product: Value 2022-2027 |
| Table 47 | □Forecast Sales in Retail E-Commerce by Product: % Value Growth 2022-2027 |
| Table 48 | □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027 |
| Table 49 | □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027 |
| Table 50 | □Forecast Sales in Grocery Retailers by Channel: Value 2022-2027 |
| Table 51 | □Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027 |
| Table 52 | □Forecast Grocery Retailers Outlets by Channel: Units 2022-2027 |
| Table 53 | □Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027 |
| Table 54 | □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027 |
| Table 55 | □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027 |
| Table 56 | □Forecast Sales in Non-Grocery Retailers by Channel: Value 2022-2027 |
| Table 57 | □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2022-2027 |
| Table 58 | □Forecast Non-Grocery Retailers Outlets by Channel: Units 2022-2027 |

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