

Discounters in Austria

Market Direction | 2023-03-06 | 34 pages | Euromonitor

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Report description:

Despite high sales per outlets, discounters can be said to have underperformed in grocery retailers 2021, when the consumer demand for high-quality foodstuffs and regional products was particularly high. The offer of such products tends to be among the weak spots of discounters. However, the situation changed drastically in 2022, due to high inflation in the wake of the energy crisis and the lingering of the Coronavirus (COVID-19) pandemic for some consumers. In the face of significantly higher...

Euromonitor International's Discounters 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.

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

Why buy this report?

- * Get a detailed picture of the Discounters 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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