

## **Retail E-Commerce in Austria**

Market Direction | 2023-03-06 | 38 pages | Euromonitor

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### **Report description:**

E-commerce continued to see strong retail current growth in Austria in 2022. Growth was faster than in 2021, but slower than in 2020, which was characterised by a strong shift from retail offline to e-commerce due to the effects of the Coronavirus (COVID-19) pandemic. Following the slowdown in 2021, in the wake of the spike in 2020, the 2022 performance benefited from high inflation and the increased cost of living. Consumers were overly price-sensitive and liked to search the internet for the be...

Euromonitor International's Retail E-Commerce 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: Retail E-Commerce by Product, Retail E-Commerce by Type.

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

Why buy this report?

- \* Get a detailed picture of the Retail E-Commerce 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
March 2023

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