

Supermarkets in Austria

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

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Report description:

Supermarkets saw retail current value growth that was slightly higher than the average for grocery retailers in Austria in 2022. However, retail current value growth was driven by strong product price increases, due to the energy crisis, while consumer restraint in terms of spending was increasingly noticeable. Entry-level private label saw very strong demand and consumers strategically exploited price campaigns more than ever. In contrast, higher-priced items, such as organic products and high...

Euromonitor International's Supermarkets 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 Supermarkets 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.

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Supermarkets remains the tone-setting channel in grocery retailers

Instead of new outlet openings, Spar aims to make the most of existing locations

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Cautious consumer attitudes militate against strong growth in the short term

Food and drink e-commerce could develop into a serious threat to physical supermarkets

Dense coverage leaves very few gaps

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Summary 2 Research Sources

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