

General Merchandise Stores in Austria

Market Direction | 2023-03-06 | 36 pages | Euromonitor

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Report description:

General merchandise stores registered strong retail current value growth in both department stores and variety stores in 2022. Variety stores posted the faster growth rate, as these outlets were basically unaffected by consumer caution amid a highly inflationary environment. On the contrary, consumers enjoyed browsing through the wide product ranges at budget prices in variety stores. They enjoyed that at least in variety stores everything was still affordable for them. Furthermore, the strong g...

Euromonitor International's General Merchandise Stores 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: Department Stores, Variety Stores.

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

Why buy this report?

- * Get a detailed picture of the General Merchandise Stores 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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