

Retail E-Commerce in Austria

Market Direction | 2024-02-28 | 36 pages | Euromonitor

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Report description:

After a slow year, retail e-commerce saw significant growth in value sales again in 2023, although this was entirely price driven as inflation remained at unusually high levels for a second consecutive year. Although disposable income slowly recovered in 2023 towards the higher cost of living since the beginning of the energy crisis in early 2022, consumers remained relatively frugal in their spending. Demand cooled further following the peak during the pandemic. Consumer expenditure in retail e...

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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