

Childrenswear in Austria

Market Direction | 2025-01-15 | 19 pages | Euromonitor

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Report description:

In 2024, childrenswear in Austria recorded retail value sales growth of 2%, however, much of this was driven by ongoing inflation. As ongoing inflation and higher production costs lead to higher price points, consumer demand reduced, leading retail volume sales to fall by 1%. Among the subcategories in childrenswear, girl's apparel saw the largest retail value growth. This was aided by ongoing demand for clothing suited to school and extracurricular activities, which remained a priority for families.

Euromonitor International's Childrenswear in Austria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2020-2024 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

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

Why buy this report?

- * Get a detailed picture of the Childrenswear 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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