

Hosiery in Austria

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

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Report description:

Hosiery sales in Austria recorded a 1% retail value uplift in 2024, while retail volume declined by a significant 3%. This downward shift is due to economic challenges that have led shoppers to reassess their purchasing habits. Despite a slight slowdown in inflation compared to 2023, the cost of living crisis remained a persistent issue for Austrian consumers, forcing many to prioritise essential spending over discretionary items.

Euromonitor International's Hosiery 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: Non-Sheer Hosiery, Sheer Hosiery.

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

Why buy this report?

- * Get a detailed picture of the Hosiery 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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HOSIERY IN AUSTRIA

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Economic pressures lead to an ongoing decline in retail volume sales of hosiery

Calzedonia is the strongest selling brand, considered to be fashionable and affordable

Retail e-commerce benefit from repeat purchases of hosiery

PROSPECTS AND OPPORTUNITIES

Growth for private label is expected as price-sensitivity is set to impact the hosiery category

The rise of celebrity and influencer collaborations is expected to impact sales in hosiery

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