

## **Appliances and Electronics Specialists in Austria**

Market Direction | 2025-02-27 | 36 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **Report description:**

In 2024, appliances and electronics specialists in Austria experienced slight retail value growth of 1%, which, although positive, was slower than the inflation rate, marking a continuation of the sector's struggle to regain momentum. This growth came after a sharper decline in the previous year, which was shaped by several crises, such as the COVID-19 pandemic, high inflation, and expensive real estate loans, all of which disrupted consumer spending patterns.

Euromonitor International's Appliances and Electronics Specialists 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 Appliances and Electronics Specialists 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## **Table of Contents:**

Appliances and Electronics Specialists in Austria

Euromonitor International

February 2025

### List Of Contents And Tables

#### **APPLIANCES AND ELECTRONICS SPECIALISTS IN AUSTRIA**

##### **KEY DATA FINDINGS**

##### **2024 DEVELOPMENTS**

The weak real estate sector is a key challenge for a stronger performance in 2024

The concept of smaller stores helps Media Markt to expand in 2024

The shop-in-shop concept becomes more common, increasing direct-to-consumer sales opportunities

##### **PROSPECTS AND OPPORTUNITIES**

The trend towards sustainability and repairs is set to challenge sales across the forecast period

Media Markt is expected to place increasing pressure on the competition with its smaller store concept

A rising drive for sustainable consumption may challenge future retail volume sales

##### **CHANNEL DATA**

Table 1 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space 2019-2024

Table 2 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 3 Appliances and Electronics Specialists GBO Company Shares: % Value 2020-2024

Table 4 Appliances and Electronics Specialists GBN Brand Shares: % Value 2021-2024

Table 5 Appliances and Electronics Specialists LBN Brand Shares: Outlets 2021-2024

Table 6 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 7 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

##### **RETAIL IN AUSTRIA**

##### **EXECUTIVE SUMMARY**

Retail in 2024: The big picture

A noticeable increase in bankruptcies and store closures in 2024

Automation rises as retailers look for labour-saving solutions to remain competitive

What next for retail?

##### **OPERATING ENVIRONMENT**

Informal retail

Opening hours for physical retail

Summary 1      Standard Opening Hours by Channel Type 2024

Seasonality

Christmas

Back to School

##### **MARKET DATA**

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024

Table 9 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024

Table 10 Sales in Retail Offline by Channel: Value 2019-2024

Table 11 Sales in Retail Offline by Channel: % Value Growth 2019-2024

Table 12 Retail Offline Outlets by Channel: Units 2019-2024

Table 13 Retail Offline Outlets by Channel: % Unit Growth 2019-2024

Table 14 Sales in Retail E-Commerce by Product: Value 2019-2024

Table 15 Sales in Retail E-Commerce by Product: % Value Growth 2019-2024

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

|          |                                                                                              |
|----------|----------------------------------------------------------------------------------------------|
| Table 16 | Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024                          |
| Table 17 | □Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024               |
| Table 18 | □Sales in Grocery Retailers by Channel: Value 2019-2024                                      |
| Table 19 | □Sales in Grocery Retailers by Channel: % Value Growth 2019-2024                             |
| Table 20 | □Grocery Retailers Outlets by Channel: Units 2019-2024                                       |
| Table 21 | □Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024                               |
| Table 22 | □Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024                     |
| Table 23 | □Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024           |
| Table 24 | □Sales in Non-Grocery Retailers by Channel: Value 2019-2024                                  |
| Table 25 | □Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024                         |
| Table 26 | □Non-Grocery Retailers Outlets by Channel: Units 2019-2024                                   |
| Table 27 | □Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024                           |
| Table 28 | □Retail GBO Company Shares: % Value 2020-2024                                                |
| Table 29 | □Retail GBN Brand Shares: % Value 2021-2024                                                  |
| Table 30 | □Retail Offline GBO Company Shares: % Value 2020-2024                                        |
| Table 31 | □Retail Offline GBN Brand Shares: % Value 2021-2024                                          |
| Table 32 | □Retail Offline LBN Brand Shares: Outlets 2021-2024                                          |
| Table 33 | □Retail E-Commerce GBO Company Shares: % Value 2020-2024                                     |
| Table 34 | □Retail E-Commerce GBN Brand Shares: % Value 2021-2024                                       |
| Table 35 | □Grocery Retailers GBO Company Shares: % Value 2020-2024                                     |
| Table 36 | □Grocery Retailers GBN Brand Shares: % Value 2021-2024                                       |
| Table 37 | □Grocery Retailers LBN Brand Shares: Outlets 2021-2024                                       |
| Table 38 | □Non-Grocery Retailers GBO Company Shares: % Value 2020-2024                                 |
| Table 39 | □Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024                                   |
| Table 40 | □Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024                                   |
| Table 41 | □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029            |
| Table 42 | □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029   |
| Table 43 | □Forecast Sales in Retail Offline by Channel: Value 2024-2029                                |
| Table 44 | □Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029                       |
| Table 45 | □Forecast Retail Offline Outlets by Channel: Units 2024-2029                                 |
| Table 46 | □Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029                         |
| Table 47 | □Forecast Sales in Retail E-Commerce by Product: Value 2024-2029                             |
| Table 48 | □Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029                    |
| Table 49 | □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029               |
| Table 50 | □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029     |
| Table 51 | □Forecast Sales in Grocery Retailers by Channel: Value 2024-2029                             |
| Table 52 | □Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029                    |
| Table 53 | □Forecast Grocery Retailers Outlets by Channel: Units 2024-2029                              |
| Table 54 | □Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029                      |
| Table 55 | □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029           |
| Table 56 | □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029 |
| Table 57 | □Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029                         |
| Table 58 | □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029                |
| Table 59 | □Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029                          |
| Table 60 | □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029                  |

DISCLAIMER

SOURCES

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)



## Appliances and Electronics Specialists in Austria

Market Direction | 2025-02-27 | 36 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

| Select license | License                        | Price    |
|----------------|--------------------------------|----------|
|                | Single User Licence            | €995.00  |
|                | Multiple User License (1 Site) | €1990.00 |
|                | Multiple User License (Global) | €2985.00 |
|                |                                | VAT      |
|                |                                | Total    |

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

|               |                      |                               |                                         |
|---------------|----------------------|-------------------------------|-----------------------------------------|
| Email*        | <input type="text"/> | Phone*                        | <input type="text"/>                    |
| First Name*   | <input type="text"/> | Last Name*                    | <input type="text"/>                    |
| Job title*    | <input type="text"/> |                               |                                         |
| Company Name* | <input type="text"/> | EU Vat / Tax ID / NIP number* | <input type="text"/>                    |
| Address*      | <input type="text"/> | City*                         | <input type="text"/>                    |
| Zip Code*     | <input type="text"/> | Country*                      | <input type="text"/>                    |
|               |                      | Date                          | <input type="text" value="2026-02-12"/> |
|               |                      | Signature                     | <input type="text"/>                    |

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com