

Discounters in Austria

Market Direction | 2025-02-27 | 35 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, retail value sales for discounters in Austria grew by 6%, although this was lower compared to the 9% growth in 2023 and 7% in 2022. However, with the extraordinarily high inflation of the past two years returning to a healthier level in 2024, discounters experienced solid growth in real value terms.

Euromonitor International's Discounters 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 Discounters 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.

Table of Contents:

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

List Of Contents And Tables

DISCOUNTERS IN AUSTRIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

A high level of price sensitivity continues to drive growth for discounters

Lidl continues to record above-average growth as it improves its reputation

Hofer retains its top spot in discounters with a strong lead ahead of Lidl

PROSPECTS AND OPPORTUNITIES

Strong growth prospects for discounters as consumers appreciate appealing price-quality ratios

Discounters invest as stores prepare for the deposit return systems

Discounters expected to launch self-service checkouts to reduce operating costs

CHANNEL DATA

Table 1 Discounters: Value Sales, Outlets and Selling Space 2019-2024

Table 2 Discounters: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 3 Discounters GBO Company Shares: % Value 2020-2024

Table 4 Discounters GBN Brand Shares: % Value 2021-2024

Table 5 Discounters LBN Brand Shares: Outlets 2021-2024

Table 6 Discounters Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 7 Discounters 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

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

Summary 2 Research Sources

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Discounters in Austria

Market Direction | 2025-02-27 | 35 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*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-02-09
		Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com