

**General Merchandise Stores in Austria**

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

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**Report description:**

In 2024, department stores in Austria experienced moderate retail value growth of 5%. This growth was similar to the performance of apparel and footwear specialists, which is expected due to their similar product offerings. Department stores in Austria are generally positioned at a higher price level, which made them particularly sensitive to the continued cautious spending behaviour of Austrian consumers in 2024. While thriftiness remained a factor, consumer reluctance to spend eased significantly...

Euromonitor International's General Merchandise Stores 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: Department Stores, Variety Stores.

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

**Why buy this report?**

- \* Get a detailed picture of the General Merchandise Stores 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.

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