

Home Products Specialists in Austria

Market Direction | 2025-02-27 | 37 pages | Euromonitor

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Report description:

In 2024, home product specialists in Austria experienced retail value growth of 2%. Pet shops and superstores led the charge with a solid 3% growth, while homewares and home furnishing stores saw a more modest 1% increase in value. This followed a significant decline in sales for homeware and home furnishing stores the previous year, despite notable price hikes. The peak of consumer restraint, which had been driven by the rising cost of living and higher interest rates caused by the energy crisi...

Euromonitor International's Home Products 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.

Product coverage: Home Improvement and Gardening Stores, Homewares and Home Furnishing Stores, Pet Shops and Superstores.

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

Why buy this report?

- * Get a detailed picture of the Home Products 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.

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2024 DEVELOPMENTS

Slight recovery for homeware and home furnishing stores as delayed purchases are bought

Market leader XXXLutz KG extends it lead in homewares and home furnishing stores

The brands Depot and Interio face challenges throughout 2024

PROSPECTS AND OPPORTUNITIES

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The expansion of pet stores and superstores is likely to remain limited over the forecast period

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MARKET DATA

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