

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.

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:

Home Products Specialists in Austria

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List Of Contents And Tables

HOME PRODUCTS SPECIALISTS IN AUSTRIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

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

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

The brands Depot and Interio face challenges throughout 2024

PROSPECTS AND OPPORTUNITIES

Ongoing growth is predicted for home improvement and gardening stores

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

Strong growth potential for Ikea as younger consumers are expected to embrace the retailer

CHANNEL DATA

Table 1 Home Products Specialists: Value Sales, Outlets and Selling Space 2019-2024

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

Table 3 Sales in Home Products Specialists by Channel: Value 2019-2024

Table 4 Sales in Home Products Specialists by Channel: % Value Growth 2019-2024

Table 5 Home Products Specialists GBO Company Shares: % Value 2020-2024

Table 6 Home Products Specialists GBN Brand Shares: % Value 2021-2024

Table 7 Home Products Specialists LBN Brand Shares: Outlets 2021-2024

Table 8 Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 9 Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 10 Forecast Sales in Home Products Specialists by Channel: Value 2024-2029

Table 11 Forecast Sales in Home Products Specialists by Channel: % Value 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

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Table 12 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024
Table 13 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024
Table 14 Sales in Retail Offline by Channel: Value 2019-2024
Table 15 Sales in Retail Offline by Channel: % Value Growth 2019-2024
Table 16 Retail Offline Outlets by Channel: Units 2019-2024
Table 17 Retail Offline Outlets by Channel: % Unit Growth 2019-2024
Table 18 Sales in Retail E-Commerce by Product: Value 2019-2024
Table 19 Sales in Retail E-Commerce by Product: % Value Growth 2019-2024
Table 20 Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
Table 21 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 22 Sales in Grocery Retailers by Channel: Value 2019-2024
Table 23 Sales in Grocery Retailers by Channel: % Value Growth 2019-2024
Table 24 Grocery Retailers Outlets by Channel: Units 2019-2024
Table 25 Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
Table 26 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
Table 27 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 28 Sales in Non-Grocery Retailers by Channel: Value 2019-2024
Table 29 Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024
Table 30 Non-Grocery Retailers Outlets by Channel: Units 2019-2024
Table 31 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
Table 32 Retail GBO Company Shares: % Value 2020-2024
Table 33 Retail GBN Brand Shares: % Value 2021-2024
Table 34 Retail Offline GBO Company Shares: % Value 2020-2024
Table 35 Retail Offline GBN Brand Shares: % Value 2021-2024
Table 36 Retail Offline LBN Brand Shares: Outlets 2021-2024
Table 37 Retail E-Commerce GBO Company Shares: % Value 2020-2024
Table 38 Retail E-Commerce GBN Brand Shares: % Value 2021-2024
Table 39 Grocery Retailers GBO Company Shares: % Value 2020-2024
Table 40 Grocery Retailers GBN Brand Shares: % Value 2021-2024
Table 41 Grocery Retailers LBN Brand Shares: Outlets 2021-2024
Table 42 Non-Grocery Retailers GBO Company Shares: % Value 2020-2024
Table 43 Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024
Table 44 Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024
Table 45 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029
Table 46 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029
Table 47 Forecast Sales in Retail Offline by Channel: Value 2024-2029
Table 48 Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029
Table 49 Forecast Retail Offline Outlets by Channel: Units 2024-2029
Table 50 Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029
Table 51 Forecast Sales in Retail E-Commerce by Product: Value 2024-2029
Table 52 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029
Table 53 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
Table 54 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
Table 55 Forecast Sales in Grocery Retailers by Channel: Value 2024-2029
Table 56 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029
Table 57 Forecast Grocery Retailers Outlets by Channel: Units 2024-2029
Table 58 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

Table 59 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
Table 60 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
Table 61 Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029
Table 62 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029
Table 63 Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029
Table 64 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029
DISCLAIMER
SOURCES
Summary 2 Research Sources

Home Products Specialists in Austria

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

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