

Hypermarkets in Austria

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Report description:

In 2024, hypermarkets in Austria experienced retail value growth of 5%. This marked a decline in growth compared to the previous year, reflecting a broader trend across grocery retail. However, with the extraordinarily high inflation of the past two years returning to more manageable levels, hypermarkets still recorded a solid increase in real value terms in 2024, following a minimal decrease in the previous year.

Euromonitor International's Hypermarkets 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 Hypermarkets 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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Interspar will offer a wide range of foodservice options to gain consumer attention

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