

Retail E-Commerce in Austria

Market Direction | 2025-02-27 | 39 pages | Euromonitor

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Report description:

In 2024, retail e-commerce in Austria saw a 5% growth in retail value sales. The year marked a return to steady growth after the volatility caused by the outbreak of COVID-19. In 2024, growth for retail e-commerce was fuelled by younger consumers under 30, who favoured online shopping and the convenience of m-commerce (mobile commerce) as part of their daily routines. Despite strong demand for convenience and competitive prices online, consumers remained cautious in 2024, due to the high inflati...

Euromonitor International's Retail E-Commerce 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: Retail E-Commerce by Product, Retail E-Commerce by Type.

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

Why buy this report?

- * Get a detailed picture of the Retail E-Commerce 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International
February 2025

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Food and drink retail e-commerce faces challenges as consumers are reluctant to leave grocery retailers
Foreign players dominate retail e-commerce through offering affordable goods

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