

## **Retail in Austria**

Market Direction | 2025-02-27 | 113 pages | Euromonitor

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### **Report description:**

In 2024, retail in Austria record modest retail value growth of 3%. While inflation stabilised to a healthier level following the energy crisis of 2022, consumers' willingness to spend remained cautious, resulting in a moderate recovery that slightly outpaced inflation. However, retail e-commerce experienced stronger growth compared to traditional store-based retail, boosted by an uplift in consumer confidence, particularly in sectors like entertainment, travel, and dining.

Euromonitor International's Retail 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, Retail Offline.

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 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

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reliable information resources to help drive informed strategic planning.

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Supermarkets lose share to other retailers, including discounters and hypermarkets

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