

Supermarkets in Austria

Market Direction | 2025-02-27 | 35 pages | Euromonitor

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Report description:

In 2024, supermarkets in Austria recorded retail value growth of 4%. However, similar to the overall grocery retail sector, this growth marked a decline compared to the previous year. Despite this, as inflation rates returned to more sustainable levels, in real value terms, supermarkets experienced a slight increase in 2024, compared to a loss in 2023.

Euromonitor International's Supermarkets 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 Supermarkets 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.

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KEY DATA FINDINGS

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Supermarkets lose share to other retailers, including discounters and hypermarkets

Rewe is increasingly losing share to leading player Spar

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