

# Convenience Stores in Austria

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## Abstracts

Convenience stores is not usually considered a distinguished retail channel in Austria. The penetration of fully-fledged supermarkets is very high in Austria especially in mid-sized towns and larger cities, with these outlets offering a large variety of takeaway foodstuffs - a field that is mainly catered for by convenience stores in other countries. Additionally, the classic concept of a convenience store is hindered by very strict regulations regarding opening hours in Austria that usually for...

Euromonitor International's Convenience Stores 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 Convenience Stores 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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Convenience stores remains an underdeveloped channel in Austria

Closure of stores negatively impacts retail value sales

Sales remain on a good level despite declining after one-time peak

#### PROSPECTS AND OPPORTUNITIES

Moderate performance anticipated for convenience stores

New pandemic retail concept could lead to greater category sales in future

Rewe wants to be closer to the community and could enter the category with Billa

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