

Discounters in Austria

<https://marketpublishers.com/r/D23FE69069AEN.html>

Date: February 2024

Pages: 35

Price: US\$ 990.00 (Single User License)

ID: D23FE69069AEN

Abstracts

Just like grocery retailers as a whole, discounters saw strong growth in value sales in 2023, although this was almost entirely price-driven as inflation remained at unusually high levels for a second consecutive year. Demand itself only showed slight growth when consumers became frugal in view of the sharp rise in the cost of living since mid-2022. Part of the moderate performance can also be explained by the after-effects of the COVID-19 pandemic in terms of some residual cooling effects, foll...

Euromonitor International's Discounters 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 Discounters 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.

Contents

DISCOUNTERS IN AUSTRIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Discounters performs well in a deteriorating environment

Hofer is able to rely on a strong brand range and high customer confidence

Leading discounters emphasise their role as price leaders

PROSPECTS AND OPPORTUNITIES

Role of discounters in grocery retailers likely to increase

Penny becomes more of a focus for Rewe International again

Change in law creates considerable additional costs, especially for discounters

CHANNEL DATA

Table 1 Discounters: Value Sales, Outlets and Selling Space 2018-2023

Table 2 Discounters: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 3 Discounters GBO Company Shares: % Value 2019-2023

Table 4 Discounters GBN Brand Shares: % Value 2020-2023

Table 5 Discounters LBN Brand Shares: Outlets 2020-2023

Table 6 Discounters Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 7 Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

RETAIL IN AUSTRIA

EXECUTIVE SUMMARY

Retail in 2023: The big picture

The economic situation of many companies is under pressure

The role of retail e-commerce is also stagnating in this harsh environment

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2023

Seasonality

Christmas

Back to School

MARKET DATA

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 9 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 10 Sales in Retail Offline by Channel: Value 2018-2023

- Table 11 Sales in Retail Offline by Channel: % Value Growth 2018-2023
- Table 12 Retail Offline Outlets by Channel: Units 2018-2023
- Table 13 Retail Offline Outlets by Channel: % Unit Growth 2018-2023
- Table 14 Sales in Retail E-Commerce by Product: Value 2018-2023
- Table 15 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023
- Table 16 Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
- Table 17 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 18 Sales in Grocery Retailers by Channel: Value 2018-2023
- Table 19 Sales in Grocery Retailers by Channel: % Value Growth 2018-2023
- Table 20 Grocery Retailers Outlets by Channel: Units 2018-2023
- Table 21 Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
- Table 22 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
- Table 23 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 24 Sales in Non-Grocery Retailers by Channel: Value 2018-2023
- Table 25 Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023
- Table 26 Non-Grocery Retailers Outlets by Channel: Units 2018-2023
- Table 27 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
- Table 28 Retail GBO Company Shares: % Value 2019-2023
- Table 29 Retail GBN Brand Shares: % Value 2020-2023
- Table 30 Retail Offline GBO Company Shares: % Value 2019-2023
- Table 31 Retail Offline GBN Brand Shares: % Value 2020-2023
- Table 32 Retail Offline LBN Brand Shares: Outlets 2020-2023
- Table 33 Retail E-Commerce GBO Company Shares: % Value 2019-2023
- Table 34 Retail E-Commerce GBN Brand Shares: % Value 2020-2023
- Table 35 Grocery Retailers GBO Company Shares: % Value 2019-2023
- Table 36 Grocery Retailers GBN Brand Shares: % Value 2020-2023
- Table 37 Grocery Retailers LBN Brand Shares: Outlets 2020-2023
- Table 38 Non-Grocery Retailers GBO Company Shares: % Value 2019-2023
- Table 39 Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023
- Table 40 Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023
- Table 41 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028
- Table 42 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028
- Table 43 Forecast Sales in Retail Offline by Channel: Value 2023-2028
- Table 44 Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028
- Table 45 Forecast Retail Offline Outlets by Channel: Units 2023-2028

Table 46 Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028

Table 47 Forecast Sales in Retail E-Commerce by Product: Value 2023-2028

Table 48 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028

Table 49 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space
2023-2028

Table 50 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: %
Growth 2023-2028

Table 51 Forecast Sales in Grocery Retailers by Channel: Value 2023-2028

Table 52 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028

Table 53 Forecast Grocery Retailers Outlets by Channel: Units 2023-2028

Table 54 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

Table 55 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space
2023-2028

Table 56 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: %
Growth 2023-2028

Table 57 Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 58 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth
2023-2028

Table 59 Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 60 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth
2023-2028

DISCLAIMER

SOURCES

Summary 2 Research Sources

I would like to order

Product name: Discounters in Austria

Product link: <https://marketpublishers.com/r/D23FE69069AEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/D23FE69069AEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970