

E-Commerce in Austria

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Abstracts

E-commerce in Austria experienced a significant push in 2020 as a result of the pandemic due to the home seclusion trend during the lockdown and beyond. Austrians attempted to minimise the number of retailers they visited in order to reduce their contact with others in public spaces, while stockpiling of essential groceries significantly boosted sales of food and drink e-commerce, with the latter outperforming all other product areas within the channel as consumers appreciated the convenience an...

Euromonitor International's 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: Cross-border E-Commerce, E-Commerce by Product Category, Mobile E-Commerce.

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

Why buy this report?

Get a detailed picture of the 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.

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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Home seclusion trend and closure of non-essential retailers during lockdown positively impacts e-commerce in 2020

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