

Irons in Austria

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Abstracts

Volume sales in irons continue to grow at a healthy pace in 2016. To some extent, the growth is being generated by rising ownership levels, with the penetration rate, despite already standing at 98% at the onset of the review period, steadily moving upwards. For the most part, however, the healthy growth rate is because of evolving fashion trends, especially among the young urban population, with Austrians spending more time and effort on keeping a polished personal appearance in terms of their...

Euromonitor International's Irons in Austria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, format trends or distribution issues. Forecasts to 2021 illustrate how the market is set to change.

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

Why buy this report?

Get a detailed picture of the Irons 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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Executive Summary

Third Consecutive Year of Strong Volume Growth in Consumer Appliances

Divergent Unit Price Developments in Small and Major Appliances

Fragmented Industry Dominated by Large Multinational Players

Electronics and Appliance Specialist Retailers Remains the Preferred Channel

Weaker Growth Outlook Due To Domestic Economic Uncertainty

Key Trends and Developments

Specialist Retailers Remain on Top Despite Growing Prominence of Internet Channel

Retailing Malaise Expected To Also Impact Demand for Consumer Appliances

Expansion of Consumer Credit Financing Boosts Volume Sales

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