

Mixed Retailers in Austria

<https://marketpublishers.com/r/M7590B74D24EN.html>

Date: July 2013

Pages: 36

Price: US\$ 990.00 (Single User License)

ID: M7590B74D24EN

Abstracts

Variety stores grew by 6% in terms of outlets in 2012, accounting for a striking 95% of the total of mixed retailers, and by 3% in terms of value, accounting for 51% of total value sales within mixed retailers. An increasing share of variety stores is taken by so-called Euro Shops, where consumers get all sorts of goods for €1 or sometimes even less. One of the main contributors to growth was the German company TEDI GmbH & Co KG, which entered the Austrian market in 2011 and nearly doubled its...

Euromonitor International's Mixed Retailers 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: Department Stores , Mass Merchandisers, Variety Stores, Warehouse Clubs.

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

Why buy this report?

Get a detailed picture of the Mixed Retailers 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

MIXED RETAILERS IN AUSTRIA

Euromonitor International

July 2013

Headlines

Trends

Competitive Landscape

Prospects

Channel Data

Table 1 Mixed Retailers: Value Sales, Outlets and Selling Space 2007-2012

Table 2 Sales in Mixed Retailers by Channel: Value 2007-2012

Table 3 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2007-2012

Table 4 Sales in Mixed Retailers by Channel: % Value Growth 2007-2012

Table 5 Mixed Retailers Company Shares: % Value 2008-2012

Table 6 Mixed Retailers Brand Shares: % Value 2009-2012

Table 7 Mixed Retailers Brand Shares: Outlets 2009-2012

Table 8 Mixed Retailers Brand Shares: Selling Space 2009-2012

Table 9 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2012-2017

Table 10 Forecast Sales in Mixed Retailers by Channel: Value 2012-2017

Table 11 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2012-2017

Table 12 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2012-2017

Executive Summary

Healthy Growth for Retailing in 2012

Convenience Shapes the Austrian Retailing Landscape in 2012

Grocery Continues To Outperform Non-grocery Retailing in 2012

Austrian Retailing Landscape Becomes More Consolidated

A Slight Growth Is Still Expected for the Retailing Industry

Key Trends and Developments

Retailing Turnover Growth Experiences A Slight Improvement Despite Economic Uncertainties

Internet Retailing

Government Regulation Conducive To Market Entry

Discounters Feel the Pinch From Supermarkets' Growing Private Label Ranges

Continued Expansion of Shopping Centres and Retail Parks Puts Pressure on Outlets in Other Locations

Convenience Continues To Lead the Way

Market Indicators

Table 13 Employment in Retailing 2007-2012

Market Data

Table 14 Sales in Retailing by Channel: Value 2007-2012

Table 15 Sales in Retailing by Channel: % Value Growth 2007-2012

Table 16 Sales in Store-Based Retailing by Channel: Value 2007-2012

Table 17 Store-Based Retailing Outlets by Channel: Units 2007-2012

Table 18 Sales in Store-Based Retailing by Channel: % Value Growth 2007-2012

Table 19 Store-Based Retailing Outlets by Channel: % Unit Growth 2007-2012

Table 20 Sales in Non-store Retailing by Channel: Value 2007-2012

Table 21 Sales in Non-store Retailing by Channel: % Value Growth 2007-2012

Table 22 Sales in Retailing by Grocery vs Non-Grocery: 2007-2012

Table 23 Sales in Non-Grocery Retailers by Channel: Value 2007-2012

Table 24 Non-Grocery Retailers Outlets by Channel: Units 2007-2012

Table 25 Sales in Non-Grocery Retailers by Channel: % Value Growth 2007-2012

Table 26 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2007-2012

Table 27 Retailing Company Shares: % Value 2008-2012

Table 28 Retailing Brand Shares: % Value 2009-2012

Table 29 Store-Based Retailing Company Shares: % Value 2008-2012

Table 30 Store-Based Retailing Brand Shares: % Value 2009-2012

Table 31 Store-Based Retailing Brand Shares: Outlets 2009-2012

Table 32 Non-store Retailing Company Shares: % Value 2008-2012

Table 33 Non-store Retailing Brand Shares: % Value 2009-2012

Table 34 Non-Grocery Retailers Company Shares: % Value 2008-2012

Table 35 Non-Grocery Retailers Brand Shares: % Value 2009-2012

Table 36 Non-Grocery Retailers Brand Shares: Outlets 2009-2012

Table 37 Forecast Sales in Retailing by Channel: Value 2012-2017

Table 38 Forecast Sales in Retailing by Channel: % Value Growth 2012-2017

Table 39 Forecast Sales in Store-Based Retailing by Channel: Value 2012-2017

Table 40 Forecast Store-Based Retailing Outlets by Channel: Units 2012-2017

Table 41 Forecast Sales in Store-Based Retailing by Channel: % Value Growth 2012-2017

Table 42 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2012-2017

Table 43 Forecast Sales in Non-store Retailing by Channel: Value 2012-2017

Table 44 Forecast Sales in Non-store Retailing by Channel: % Value Growth 2012-2017

Table 45 Forecast Sales in Non-Grocery Retailers by Channel: Value 2012-2017

Table 46 Forecast Non-Grocery Retailers Outlets by Channel: Units 2012-2017

Table 47 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth
2012-2017

Table 48 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth
2012-2017

Appendix

Operating Environment

Table 49 Shopping Centres/Malls¹: 2007-2012

Cash and Carry

Table 50 Cash and Carry: Sales Value 2007-2012

Table 51 Cash and Carry: Sales by National Brand Owner: Sales Value 2009-2012

Table 52 Cash and Carry: Number of Outlets by National Brand Owner: 2009-2012

Definitions

Sources

Summary 1 Research Sources

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