

# Mixed Retailers in Austria

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## 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.

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Euromonitor International

July 2013

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