

# Neckermann.at GmbH in Retailing (Austria)

<https://marketpublishers.com/r/N66C344E54BEN.html>

Date: January 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: N66C344E54BEN

## Abstracts

Neckermann.at GmbH depends greatly on the long history of the Neckermann brand in mail order homeshopping. Nevertheless, the company has recently lost track of the prevailing market dynamics in internet retailing and has exposed itself too much to the downward trends which prevail in homeshopping. Its owner, Top Agers AG, has so far not revealed any ideas that would enable it to bring the company back to the path of positive growth.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Non-Store Retailing, Store-based Retailing.

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

## Why buy this report?

Get a detailed picture of the Retailing 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

Strategic Direction

Company Background

Digital Strategy

Summary 1 neckermann.at GmbH: Share of Sales Generated by Internet Retailing  
2013-2015

Private Label

Competitive Positioning

Summary 2 neckermann.at GmbH: Competitive Position 2015

## I would like to order

Product name: Neckermann.at GmbH in Retailing (Austria)

Product link: <https://marketpublishers.com/r/N66C344E54BEN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/N66C344E54BEN.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