

Retail in Austria

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Abstracts

After a year of slowdown, the retail market experienced significant growth in value terms although this was entirely price-driven as inflation remained at unusually high levels for a second consecutive year. Although disposable income in 2023 slowly adapted to the rising cost of living since the beginning of the energy crisis in early 2022, consumer sentiment remained affected and buying decisions were relatively frugal due to ongoing price sensitivity. Growth was driven primarily by grocery ret...

Euromonitor International's Retail 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: Retail E-Commerce, Retail Offline.

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

Why buy this report?

Get a detailed picture of the Retail 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

RETAIL IN AUSTRIA

EXECUTIVE SUMMARY

Retail in 2023: The big picture

The economic situation of many companies is under pressure

The role of retail e-commerce is also stagnating in this harsh environment

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2023

Seasonality

Christmas

Back to School

MARKET DATA

Table 1 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 2 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 3 Sales in Retail Offline by Channel: Value 2018-2023

Table 4 Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 5 Retail Offline Outlets by Channel: Units 2018-2023

Table 6 Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 7 Sales in Retail E-Commerce by Product: Value 2018-2023

Table 8 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 9 Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 10 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 11 Sales in Grocery Retailers by Channel: Value 2018-2023

Table 12 Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 13 Grocery Retailers Outlets by Channel: Units 2018-2023

Table 14 Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 15 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 16 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 17 Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 18 Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 19 Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 20 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 21 Retail GBO Company Shares: % Value 2019-2023

Table 22 Retail GBN Brand Shares: % Value 2020-2023

Table 23 Retail Offline GBO Company Shares: % Value 2019-2023

Table 24 Retail Offline GBN Brand Shares: % Value 2020-2023

Table 25 Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 26 Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 27 Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 28 Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 29 Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 30 Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 31 Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 32 Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 33 Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 34 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 35 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

Table 36 Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 37 Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028

Table 38 Forecast Retail Offline Outlets by Channel: Units 2023-2028

Table 39 Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028

Table 40 Forecast Sales in Retail E-Commerce by Product: Value 2023-2028

Table 41 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028

Table 42 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 43 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 44 Forecast Sales in Grocery Retailers by Channel: Value 2023-2028

Table 45 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028

Table 46 Forecast Grocery Retailers Outlets by Channel: Units 2023-2028

Table 47 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

Table 48 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 49 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 50 Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 51 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

Table 52 Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 53 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 Research Sources

CONVENIENCE RETAILERS IN AUSTRIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth continues to be driven by forecourt retailers in 2023

Grocery retailing leaders improve their presence

Nah & Frisch suffers particularly badly from poor consumer sentiment

PROSPECTS AND OPPORTUNITIES

Growth prospects of forecourt retailers must be put into perspective

Despite a vague announcement, 7-Eleven unlikely to enter Austria

Longer opening hours remain a distant prospect

CHANNEL DATA

Table 54 Convenience Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 55 Convenience Retailers: Value Sales, Outlets and Selling Space: % Growth
2018-2023

Table 56 Sales in Convenience Retailers by Channel: Value 2018-2023

Table 57 Sales in Convenience Retailers by Channel: % Value Growth 2018-2023

Table 58 Convenience Retailers GBO Company Shares: % Value 2019-2023

Table 59 Convenience Retailers GBN Brand Shares: % Value 2020-2023

Table 60 Convenience Retailers LBN Brand Shares: Outlets 2020-2023

Table 61 Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space
2023-2028

Table 62 Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space: %
Growth 2023-2028

Table 63 Forecast Sales in Convenience Retailers by Channel: Value 2023-2028

Table 64 Forecast Sales in Convenience Retailers by Channel: % Value Growth
2023-2028

DISCOUNTERS IN AUSTRIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Discounters performs well in a deteriorating environment

Hofer is able to rely on a strong brand range and high customer confidence

Leading discounters emphasise their role as price leaders

PROSPECTS AND OPPORTUNITIES

Role of discounters in grocery retailers likely to increase

Penny becomes more of a focus for Rewe International again

Change in law creates considerable additional costs, especially for discounters

CHANNEL DATA

Table 65 Discounters: Value Sales, Outlets and Selling Space 2018-2023

Table 66 Discounters: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 67 Discounters GBO Company Shares: % Value 2019-2023

Table 68 Discounters GBN Brand Shares: % Value 2020-2023

Table 69 Discounters LBN Brand Shares: Outlets 2020-2023

Table 70 Discounters Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 71 Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

HYPERMARKETS IN AUSTRIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hypermarkets performs comparatively well despite a drop in consumer sentiment

Interspar/Maximarkt outperforms Billa Plus

Billa Plus takes another step backwards

PROSPECTS AND OPPORTUNITIES

Growth in hypermarkets cools over the forecast period

Sustainability and e-commerce are focal points of Interspar's future plans

Billa Plus brand endeavours to improve its reputation with the help of local merchants

CHANNEL DATA

Table 72 Hypermarkets: Value Sales, Outlets and Selling Space 2018-2023

Table 73 Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 74 Hypermarkets GBO Company Shares: % Value 2019-2023

Table 75 Hypermarkets GBN Brand Shares: % Value 2020-2023

Table 76 Hypermarkets LBN Brand Shares: Outlets 2020-2023

Table 77 Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 78 Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

SUPERMARKETS IN AUSTRIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Supermarkets loses customers to other channels

Increased costs force MPreis to close outlets

Billa brand withdraws from Vorarlberg

PROSPECTS AND OPPORTUNITIES

Supermarkets run the risk of being outperformed by other channels

Billa wants to catch up again with a new franchise programme

Unimarkt seeks to expand with a “hybrid” store concept

CHANNEL DATA

Table 79 Supermarkets: Value Sales, Outlets and Selling Space 2018-2023

Table 80 Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 81 Supermarkets GBO Company Shares: % Value 2019-2023

Table 82 Supermarkets GBN Brand Shares: % Value 2020-2023

Table 83 Supermarkets LBN Brand Shares: Outlets 2020-2023

Table 84 Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 85 Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

SMALL LOCAL GROCERS IN AUSTRIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Small local grocers suffers from a reduction in consumer spending due to inflationary pressures

Basic brand disappears in favour of denn's

The expansion of ethnic grocery stores slows down

PROSPECTS AND OPPORTUNITIES

Moderate outlook for a channel that is quite diverse

Ethnic food stores are expected to return to a growth trend

Non-profit foodcoops connect producers directly with customers

CHANNEL DATA

Table 86 Small Local Grocers: Value Sales, Outlets and Selling Space 2018-2023

Table 87 Small Local Grocers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 88 Small Local Grocers GBO Company Shares: % Value 2019-2023

Table 89 Small Local Grocers GBN Brand Shares: % Value 2020-2023

Table 90 Small Local Grocers LBN Brand Shares: Outlets 2020-2023

Table 91 Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 92 Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

APPAREL AND FOOTWEAR SPECIALISTS IN AUSTRIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dampened consumer sentiment and high operating costs are increasing burdens on the channel

Footwear specialists underperforms the overall channel

Apparel specialists also registers increased number of insolvencies and closures

PROSPECTS AND OPPORTUNITIES

Growth potential slowed by e-commerce and growing environmental concerns

The frequency of new market entrants falls sharply

Second-hand fashion plays a stronger role

CHANNEL DATA

Table 93 Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 94 Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 95 Apparel and Footwear Specialists GBO Company Shares: % Value 2019-2023

Table 96 Apparel and Footwear Specialists GBN Brand Shares: % Value 2020-2023

Table 97 Apparel and Footwear Specialists LBN Brand Shares: Outlets 2020-2023

Table 98 Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 99 Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

APPLIANCES AND ELECTRONICS SPECIALISTS IN AUSTRIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers currently not focusing on appliances and electronics

Red Zac experiences closures, but also a notable new addition

Despite problems, the state promotes repairs and conscious consumption

PROSPECTS AND OPPORTUNITIES

Forecast period characterised by lack of growth

Media Markt expands with downsized store concept

Appliances and electronics specialists have to move with the times to survive

CHANNEL DATA

Table 100 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 101 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 102 Appliances and Electronics Specialists GBO Company Shares: % Value 2019-2023

Table 103 Appliances and Electronics Specialists GBN Brand Shares: % Value 2020-2023

Table 104 Appliances and Electronics Specialists LBN Brand Shares: Outlets 2020-2023

Table 105 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 106 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

HEALTH AND BEAUTY SPECIALISTS IN AUSTRIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Solid category growth thanks to loyal consumers

Strong decline for beauty specialists as sales shift to drugstores and e-commerce

Ives Rocher brand makes a near entire exit from the market while L'Occitane diminishes heavily

PROSPECTS AND OPPORTUNITIES

Cautiously moderate forecast for health and beauty specialists

Dm-Drogerie Markt in a strong position to defend its lead

Relatively strong losses to e-commerce expected

CHANNEL DATA

Table 107 Health and Beauty Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 108 Health and Beauty Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 109 Sales in Health and Beauty Specialists by Channel: Value 2018-2023

Table 110 Sales in Health and Beauty Specialists by Channel: % Value Growth 2018-2023

Table 111 Health and Beauty Specialists GBO Company Shares: % Value 2019-2023

Table 112 Health and Beauty Specialists GBN Brand Shares: % Value 2020-2023

Table 113 Health and Beauty Specialists LBN Brand Shares: Outlets 2020-2023

Table 114 Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 115 Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 116 Forecast Sales in Health and Beauty Specialists by Channel: Value 2023-2028

Table 117 Forecast Sales in Health and Beauty Specialists by Channel: % Value Growth 2023-2028

HOME PRODUCTS SPECIALISTS IN AUSTRIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Several negative factors lead to a clear decline in demand

Major brands in home furnishing stores have to downsize considerably

IKEA continues to gain ground despite the difficult economic environment

PROSPECTS AND OPPORTUNITIES

Cautious expectations assume marginal forecast period growth
The market leader is most likely to fill the gap left by Kika/Leiner
New store concept opens up new expansion opportunities for Bellaflora

CHANNEL DATA

Table 118 Home Products Specialists: Value Sales, Outlets and Selling Space
2018-2023

Table 119 Home Products Specialists: Value Sales, Outlets and Selling Space: %
Growth 2018-2023

Table 120 Sales in Home Products Specialists by Channel: Value 2018-2023

Table 121 Sales in Home Products Specialists by Channel: % Value Growth 2018-2023

Table 122 Home Products Specialists GBO Company Shares: % Value 2019-2023

Table 123 Home Products Specialists GBN Brand Shares: % Value 2020-2023

Table 124 Home Products Specialists LBN Brand Shares: Outlets 2020-2023

Table 125 Home Products Specialists Forecasts: Value Sales, Outlets and Selling
Space 2023-2028

Table 126 Home Products Specialists Forecasts: Value Sales, Outlets and Selling
Space: % Growth 2023-2028

Table 127 Forecast Sales in Home Products Specialists by Channel: Value 2023-2028

Table 128 Forecast Sales in Home Products Specialists by Channel: % Value Growth
2023-2028

GENERAL MERCHANDISE STORES IN AUSTRIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

The general merchandise stores channel once again fuelled by variety stores

New brands help boost growth of variety stores

Department stores remains underdeveloped

PROSPECTS AND OPPORTUNITIES

No end in sight for the upward trend for variety stores

Woolworth returns to Austria in response to renewed good potential of the channel

Major new opening in department stores ahead for Lamarr

CHANNEL DATA

Table 129 General Merchandise Stores: Value Sales, Outlets and Selling Space
2018-2023

Table 130 General Merchandise Stores: Value Sales, Outlets and Selling Space: %
Growth 2018-2023

Table 131 Sales in General Merchandise Stores by Channel: Value 2018-2023

Table 132 Sales in General Merchandise Stores by Channel: % Value Growth
2018-2023

Table 133 General Merchandise Stores GBO Company Shares: % Value 2019-2023

Table 134 General Merchandise Stores GBN Brand Shares: % Value 2020-2023

Table 135 General Merchandise Stores LBN Brand Shares: Outlets 2020-2023

Table 136 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 137 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 138 Forecast Sales in General Merchandise Stores by Channel: Value 2023-2028

Table 139 Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2023-2028

DIRECT SELLING IN AUSTRIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth slowed by price-sensitive consumers in 2023

Difficult times stimulate influx in sales agents

Pampered Chef is a brand to look out for

PROSPECTS AND OPPORTUNITIES

Predictions for direct selling are relatively optimistic

Debateable future for Tupperware in Austria over the forecast period

Direct selling specialist Enjo sets important course for its future

CHANNEL DATA

Table 140 Direct Selling by Product: Value 2018-2023

Table 141 Direct Selling by Product: % Value Growth 2018-2023

Table 142 Direct Selling GBO Company Shares: % Value 2019-2023

Table 143 Direct Selling GBN Brand Shares: % Value 2020-2023

Table 144 Direct Selling Forecasts by Product: Value 2023-2028

Table 145 Direct Selling Forecasts by Product: % Value Growth 2023-2028

VENDING IN AUSTRIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

The channel characterised by both positive and negative impulses since the pandemic

Continuing expansion and professionalisation in “vending stores”

Selecta increases its presence through acquisition

PROSPECTS AND OPPORTUNITIES

Positive outlook ahead for overall vending

Positive growth of vending stores although the concept unlikely to shake up the channel to any great degree

Caf?+co retains lead over the forecast period thanks to highly efficient business model

CHANNEL DATA

Table 146 Vending by Product: Value 2018-2023

Table 147 Vending by Product: % Value Growth 2018-2023

Table 148 Vending GBO Company Shares: % Value 2019-2023

Table 149 Vending GBN Brand Shares: % Value 2020-2023

Table 150 Vending Forecasts by Product: Value 2023-2028

Table 151 Vending Forecasts by Product: % Value Growth 2023-2028

RETAIL E-COMMERCE IN AUSTRIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand in retail e-commerce continues to cool in 2023

The big breakthrough in foods e-commerce and drinks and tobacco e-commerce has yet to come

IKEA remains successful thanks to its all-encompassing omnichannel strategy

PROSPECTS AND OPPORTUNITIES

E-commerce seems destined to leave fluctuations behind

Pet care e-commerce predestined for further growth over the forecast period

Good prospects for online pharmacies

CHANNEL DATA

Table 152 Retail E-Commerce by Channel and Category: Value 2018-2023

Table 153 Retail E-Commerce by Channel and Category: % Value Growth 2018-2023

Table 154 Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 155 Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 156 Forecast Retail E-Commerce by Channel and Category: Value 2023-2028

Table 157 Forecast Retail E-Commerce by Channel and Category: % Value Growth 2023-2028

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