

# Zalando SE in Retailing (Austria)

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## **Abstracts**

Due to its large product range, strong customer service and state-of-the art digital strategy, Zalando has cemented its reputation as the most competent specialist in apparel and footwear internet retailing, which is expected to help it to continue its strong growth over the forecast period. Additionally, it will very likely increase its store-based activities in Austria.

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

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