

# Austria Apparel Retail Market Summary, Competitive Analysis and Forecast, 2017-2026

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## Abstracts

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### SUMMARY

Apparel Retail in Austria industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The apparel retail market includes baby clothing, toddler clothing and casual wear, essentials, formalwear, formalwear-occasion, and outerwear for men, women, boys and girls; excludes sports-specific clothing. All market data and forecasts are represented as a consumer expenditure in retailers which includes sales taxes (e.g. VAT) and figures presented are in nominal terms (i.e., without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2021 annual average exchange rates.

The Austrian apparel retail industry had total revenues of \$10.0 billion in 2021, representing a compound annual rate of change (CARC) of -1.3% between 2017 and 2021.

Clothing, footwear, and accessories specialists account for the largest

proportion of sales in the Austrian apparel retail industry in 2021, sales through this channel generated \$5.4 billion, equivalent to 54.3% of the industry's overall value.

In 2021, the Austrian industry witnessed swift growth as the lockdown measures were lifted and the economy witnessed recovery. This is likely to have strengthened consumers' purchasing power, leading to an increase in spending on non-essential items such as new fashions.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the apparel retail market in Austria

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the apparel retail market in Austria

Leading company profiles reveal details of key apparel retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Austria apparel retail market with five year forecasts

## **REASONS TO BUY**

What was the size of the Austria apparel retail market by value in 2021?

What will be the size of the Austria apparel retail market in 2026?

What factors are affecting the strength of competition in the Austria apparel retail market?

How has the market performed over the last five years?

What are the main segments that make up Austria's apparel retail market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Who are the leading players?
- 7.2. What strategies do leading players follow?
- 7.3. What trends have impacted leading players?
- 7.4. How are leading players attempting to compete with online pureplay retailers?

## **8 COMPANY PROFILES**

- 8.1. IIC-INTERSPORT International Corporation GmbH
- 8.2. C&A Mode GmbH & Co KG
- 8.3. Zalando SE
- 8.4. H & M Hennes & Mauritz AB

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Austria apparel retail industry value: \$ million, 2016–21
- Table 2: Austria apparel retail industry category segmentation: % share, by value, 2016–2021
- Table 3: Austria apparel retail industry category segmentation: \$ million, 2016-2021
- Table 4: Austria apparel retail industry geography segmentation: \$ million, 2021
- Table 5: Austria apparel retail industry distribution: % share, by value, 2021
- Table 6: Austria apparel retail industry value forecast: \$ million, 2021–26
- Table 7: IIC-INTERSPORT International Corporation GmbH: key facts
- Table 8: IIC-INTERSPORT International Corporation GmbH: Key Employees
- Table 9: C&A Mode GmbH & Co KG: key facts
- Table 10: C&A Mode GmbH & Co KG: Key Employees
- Table 11: Zalando SE: key facts
- Table 12: Zalando SE: Annual Financial Ratios
- Table 13: Zalando SE: Key Employees
- Table 14: H & M Hennes & Mauritz AB: key facts
- Table 15: H & M Hennes & Mauritz AB: Annual Financial Ratios
- Table 16: H & M Hennes & Mauritz AB: Key Employees
- Table 17: H & M Hennes & Mauritz AB: Key Employees Continued
- Table 18: Austria size of population (million), 2017–21
- Table 19: Austria gdp (constant 2005 prices, \$ billion), 2017–21
- Table 20: Austria gdp (current prices, \$ billion), 2017–21
- Table 21: Austria inflation, 2017–21
- Table 22: Austria consumer price index (absolute), 2017–21
- Table 23: Austria exchange rate, 2017–21

## List Of Figures

### LIST OF FIGURES

Figure 1: Austria apparel retail industry value: \$ million, 2016–21

Figure 2: Austria apparel retail industry category segmentation: \$ million, 2016-2021

Figure 3: Austria apparel retail industry geography segmentation: % share, by value, 2021

Figure 4: Austria apparel retail industry distribution: % share, by value, 2021

Figure 5: Austria apparel retail industry value forecast: \$ million, 2021–26

Figure 6: Forces driving competition in the apparel retail industry in Austria, 2021

Figure 7: Drivers of buyer power in the apparel retail industry in Austria, 2021

Figure 8: Drivers of supplier power in the apparel retail industry in Austria, 2021

Figure 9: Factors influencing the likelihood of new entrants in the apparel retail industry in Austria, 2021

Figure 10: Factors influencing the threat of substitutes in the apparel retail industry in Austria, 2021

Figure 11: Drivers of degree of rivalry in the apparel retail industry in Austria, 2021

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