



Euromonitor
International

Apparel and Footwear Specialists in Austria

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Moderate retail value growth as price sensitivity and second hand goods impact buying habits
Pepeco exits the market citing a lack of profitability as the key reason
The footwear specialists sector continues to see changes as players leave the market

PROSPECTS AND OPPORTUNITIES

Sustainability and the rise of second-hand goods is expected to shape consumer purchasing behaviour
Despite economic challenges, affordable and sustainable options are set to gain ground
Second-hand clothing will place further pressure on apparel and footwear specialists

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Retail in Austria - Industry Overview

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A noticeable increase in bankruptcies and store closures in 2024
Automation rises as retailers look for labour-saving solutions to remain competitive
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DISCLAIMER

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