



**Euromonitor  
International**

# Footwear in Austria

January 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Overall retail volume declines while children's footwear showcases the strongest performance  
The rise of sports-inspired footwear and casual workwear shapes buying habits  
A strong variety of footwear helps Deichmann maintains its leadership in 2024

PROSPECTS AND OPPORTUNITIES

Economic challenges are expected to aid the rise of private label goods  
The ongoing evolution of omnichannel strategies in the footwear category  
Sustainability and transparency are expected to influence consumer choices in footwear

CATEGORY DATA

- Table 1 - Sales of Footwear by Category: Volume 2019-2024
- Table 2 - Sales of Footwear by Category: Value 2019-2024
- Table 3 - Sales of Footwear by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Footwear by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Footwear: % Value 2020-2024
- Table 6 - LBN Brand Shares of Footwear: % Value 2021-2024
- Table 7 - Distribution of Footwear by Format: % Value 2019-2024
- Table 8 - Forecast Sales of Footwear by Category: Volume 2024-2029
- Table 9 - Forecast Sales of Footwear by Category: Value 2024-2029
- Table 10 - Forecast Sales of Footwear by Category: % Volume Growth 2024-2029
- Table 11 - Forecast Sales of Footwear by Category: % Value Growth 2024-2029

Apparel and Footwear in Austria - Industry Overview

EXECUTIVE SUMMARY

Apparel and footwear in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for apparel and footwear?

MARKET DATA

- Table 12 - Sales of Apparel and Footwear by Category: Volume 2019-2024
- Table 13 - Sales of Apparel and Footwear by Category: Value 2019-2024
- Table 14 - Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024
- Table 15 - Sales of Apparel and Footwear by Category: % Value Growth 2019-2024
- Table 16 - NBO Company Shares of Apparel and Footwear: % Value 2020-2024
- Table 17 - LBN Brand Shares of Apparel and Footwear: % Value 2021-2024
- Table 18 - Distribution of Apparel and Footwear by Format: % Value 2019-2024
- Table 19 - Distribution of Apparel and Footwear by Format and Category: % Value 2024
- Table 20 - Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029
- Table 21 - Forecast Sales of Apparel and Footwear by Category: Value 2024-2029
- Table 22 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029
- Table 23 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/footwear-in-austria/report](http://www.euromonitor.com/footwear-in-austria/report).